

**E&P**

January 15, 1972

Thirty-five cents

# Editor & Publisher

SPOT NEWS AND FEATURES ABOUT NEWSPAPERS, ADVERTISERS AND AGENCIES

ORMA awards

retailers

or their ads

newspapers

publishers and

makers hit

closure of

business data

om is seen

retail ads

of ILL. LIBRARY

JAN 19 1972

CHICAGO CIRCLE



## How goes the Chicago morning newspaper battle?

"We lead on Sunday by 845,000 more readers.

We lead daily by 529,000 more readers.

We lead in total advertising by 29,820,000 lines.

We lead in total display advertising by 21,536,000 lines.

We lead in classified advertising by 8,284,000 lines.

Any other questions?"

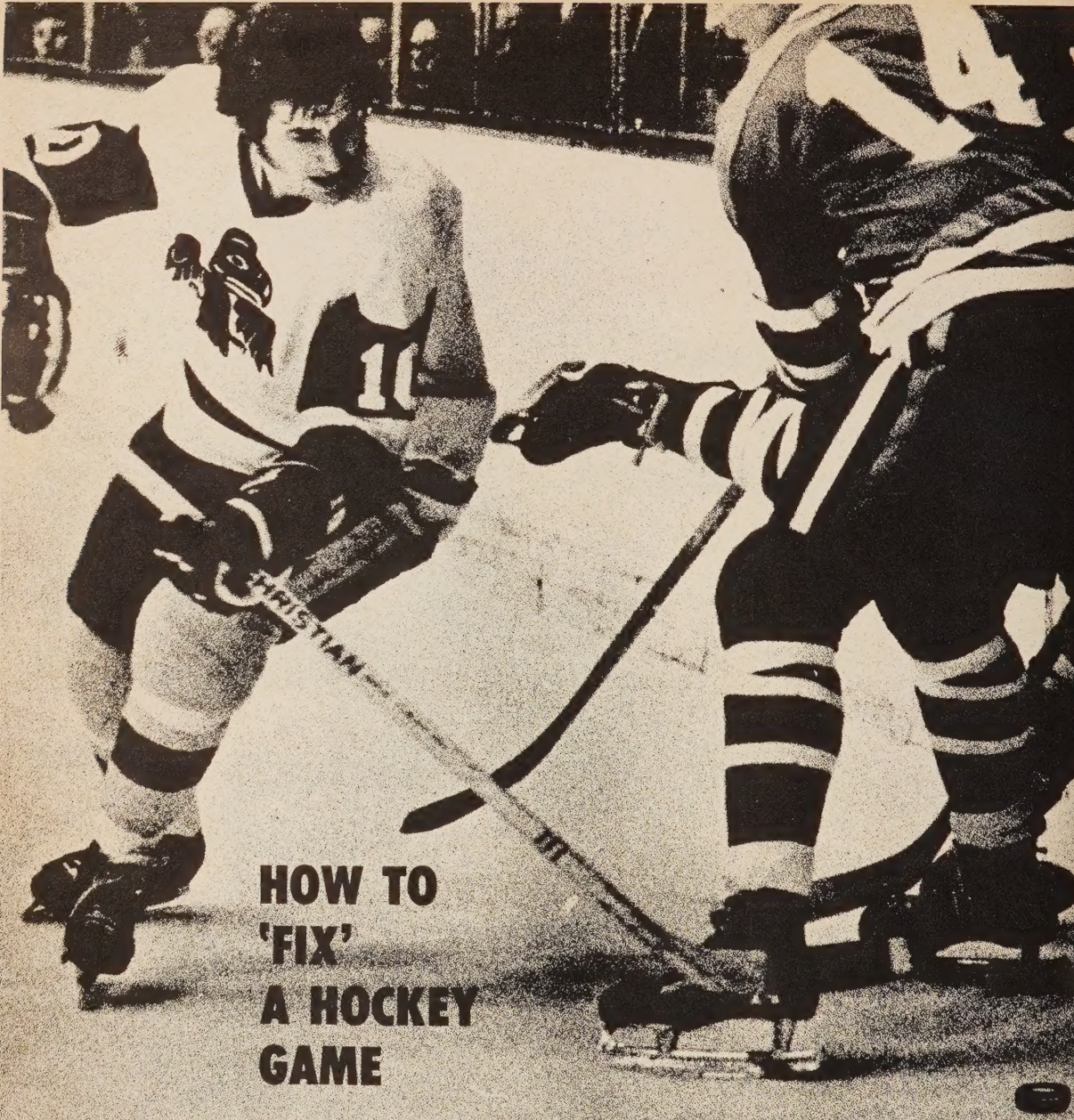
Sources: Readership based on Chicago Imprint by W. R. Simmons;  
1971 Linage by Chicago Tribune Research services.

# Chicago Tribune

A step ahead of the times.

SERIALS SECTION LIBRARY  
UNIVERSITY OF ILLINOIS  
CHICAGO CIRCLE, BOX 8198  
CHICAGO, IL 60680





## HOW TO 'FIX' A HOCKEY GAME

The Seattle Totems were in the cellar in December with 18 consecutive defeats behind them. Fans were staying away in droves. Christmas night they were scheduled to face their traditional rivals, the Portland Buckaroos.

Four days before that game, the Post-Intelligencer's associate sports editor, Royal Brougham, proposed a remedy: "How about a good old-fashioned heart-warming rally to help lift the Totems' mood?"

Brougham made an appeal to boost both sagging attendance and Totem morale. He added some incentives: Santa on skates, goodies for the kids, a puck-shoot contest, Christmas carol singing

at half-time and a skating party for everyone after the game. What happened?

It snowed Christmas night. But that didn't stop the fans; 6,000 of them saw the Totems shut out the Buckaroos for their first victory since October 29. "Totem Turnaround," as Brougham labeled the event, was a great success.

And, what's it prove?

For one thing, people *read* the P-I. Lots of them—for lots of different reasons. And they respond to it!

It's the kind of newspaper that can get under your skin. Right about where the heart is.

### The Seattle Post-Intelligencer

*The Post-Intelligencer is Represented Nationally by The Hearst Advertising Service*



## News reporter Jim Treloar took a long, penetrating look at one family...



## and brought the world's pollution crisis to life.

He probed their home, their lives and their attitudes.

He had samples taken of their blood, their hair, their fingernails.

He had records kept of the food they ate, the garbage they discarded.

He dug up their lawn, tested the air inside their home and out, analyzed the exhaust emissions of their cars and the contents of their medicine chests.

To carry out his project he enlisted teams of specialists from four government agencies, three universities, one public utility, one computer and a garage.

When Treloar had finished, he had a monumental analysis of the havoc unconsciously wreaked on our environment by one typical American family.

He molded this mountain of material into nine dramatic, full-page articles entitled "The Earth and Eric Matus".

The News has just finished publishing this sometimes funny, sometimes tragic story of one family's ecology. Its frightening facts and implications have upset many and offended a few. For, unlike other newspaper studies of pollution, this is so deeply personalized a chronicle that, like it or not, every reader of the series sees himself an unwitting contributor to man's rape of his earth; and the urgency of its message has challenged readers to change their ways of living.

As far as The News is concerned, this is the only way to report such a story. Deeply, thoroughly, meaningfully.

Because The News is stubbornly dedicated to the proposition that only through a knowledge of all elements bearing on an issue can its readers make intelligent decisions.

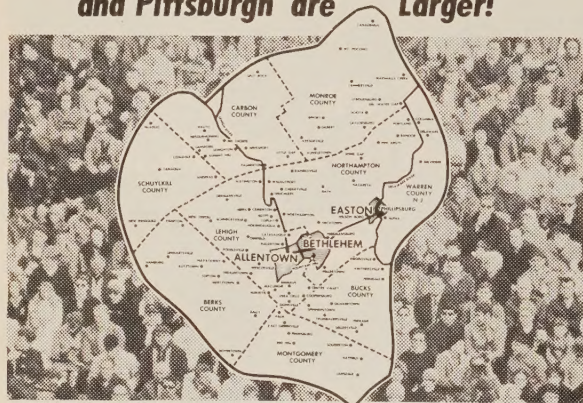
A reprint of "The Earth and Eric Matus" series is now available. For your copy, write to: Public Relations, The Detroit News, 615 Lafayette Boulevard, Detroit, Michigan 48231.

# The Detroit News

Largest evening newspaper  
circulation in America



# In Pennsylvania Only Philadelphia and Pittsburgh are Larger!



## ALLENTOWN • BETHLEHEM • EASTON METRO AREA\*

• E.B. INCOME \$1,837,031,000 • POPULATION 541,600  
• RETAIL SALES \$964,807,000 • HOUSEHOLDS 174,600

\*Source: Sales Management Survey Of Buying Power, June 10, 1971

For complete low-cost coverage of this single 9-County market use the

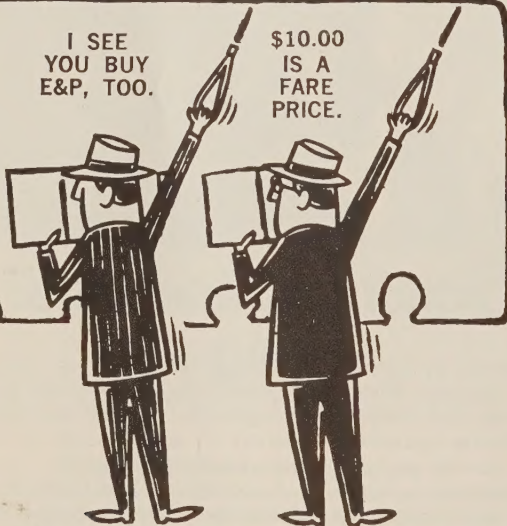
### CALL-CHRONICLE NEWSPAPERS

ALLENTOWN, PENNA.

REPRESENTED NATIONALLY BY: STORY & KELLY-SMITH, INC.

I SEE  
YOU BUY  
E&P, TOO.

\$10.00  
IS A  
FARE  
PRICE.



ORDER YOUR OWN E&P SUBSCRIPTION TODAY. MAIL THIS COUPON.

EDITOR & PUBLISHER, 850 Third Avenue, New York, N. Y. 10022

Dear Editor & Publisher:

Please start my subscription now, addressed to:

Name .....  
Address .....  
City ..... State ..... Zip .....  
Company .....  
Nature of Business .....

☐ Remittance enclosed

\$10 a year, U.S. and Canada—  
All other countries, \$25 a year

## EDITOR & PUBLISHER CALENDAR

### JANUARY

- 16-19—Northeast Classified Advertising Managers Association. Hotel Syracuse, Syracuse, N.Y.
- 16-28—API seminar for publishers, editors and chief news executives. Columbia University, New York.
- 18-20—New England Association of Circulation Managers. Sheraton Hotel, Boston.
- 20—Wyoming Associated Press Association. Ramada Inn, Casper.
- 20-22—Kentucky Associated Press Association. Phoenix Hotel, Lexington.
- 20-22—North Carolina Press Institute, Chapel Hill.
- 20-22—Tennessee Press Association. Sheraton Hotel, Nashville.
- 20-23—New England Press Association. Sheraton Hotel, Boston, Mass.
- 21-22—New England Daily Newspaper Association. Marriott Motor Hotel, Newton, Mass.
- 24-26—International Newspaper Advertising Executives. Jung Hotel, New Orleans.
- 27-28—Pacific Northwest Newspaper Association. Benson Hotel, Portland, Ore.
- 28-29—Texas United Press International Association. Rice Hotel, Houston.
- 28-30—International Newspaper Promotion Association, central region seminar. Sheraton Hotel, Chicago.
- 28-30—Mid-America Press Institute Personnel Management Workshop. Gateway Hotel, St. Louis.
- 30-Feb. 11—API seminar for sports editors. Columbia University, New York.

### FEBRUARY

- 2-23—National Newspaper Association study mission to the Middle East.
- 3-5—California Newspaper Publishers Association. Century Plaza Hotel, Los Angeles.
- 4-5—Wisconsin Press Photographers Association workshop. Racine Motor Inn, Racine.
- 9-11—New York State Society of Newspaper Editors. Thruway Hyatt House, Albany, N. Y.
- 10-12—Alabama Press Association. Mobile, Ala.
- 10-12—South Carolina Press Association. Columbia, S.C.
- 10-12—Ohio Newspaper Association. Sheraton Motor Hotel, Columbus.
- 12—South Carolina Associated Press. Town House, Columbia.
- 13-16—Southern Classified Advertising Managers Association. Alexandria, Louisiana.
- 13-25—API seminar for classified advertising managers. Columbia University, N.Y.
- 17—Colorado Associated Press Association. Brown Palace Hotel, Denver.
- 18-19—Oklahoma Press Association. Oklahoma Hotel, Oklahoma City.
- 18-20—Mississippi Valley Classified Advertising Managers Association. La Salle Hotel, Chicago.
- 18-20—National Classified Advertising Supervisors. La Salle Hotel, Chicago.
- 19—Copper State Press Association and National Press Photographers Association, region 10. Arizona State University, Tempe.
- 20-22—Texas Daily Newspaper Association. St. Anthony Hotel, San Antonio.
- 24-26—Pennsylvania Newspaper Publishers Association display advertising conference. Hilton Inn, Lancaster.
- 24-26—Ohio News Photographers Association seminar. Ramada Inn, Perrysburg.
- 25-27—Maryland-Delaware-D.C. Press Association. Sheraton Hotel, Silver Springs, Md.
- 25-27—Theta Sigma Phi region 8. University of Florida, Gainesville.
- 26-29—Inland Daily Press Association. Houston Oaks Hotel, Houston.
- 27-Mar. 10—API seminar for managing editors and news editors, (newspapers over 50,000 circulation). Columbia University, N.Y.
- 28-March 3—Pacific Northwest Newspaper sales training seminar. University of Oregon, Eugene.

### MARCH

- 2-4—Pennsylvania Society of Newspaper Editors seminar on crime and correction. Sheraton Hotel, Harrisburg.
- 5-7—New York State Publishers Association. Hotel Syracuse Country House, Syracuse.
- 11-12—Texas Associated Press Association. Sheraton Hotel, Dallas.
- 12-14—Southern Newspaper Publishers Association (western division) mechanical conference. Rice Hotel, Houston.
- 15-18—National Newspaper Association government workshop. Capitol Hill Quality Motel, Washington.

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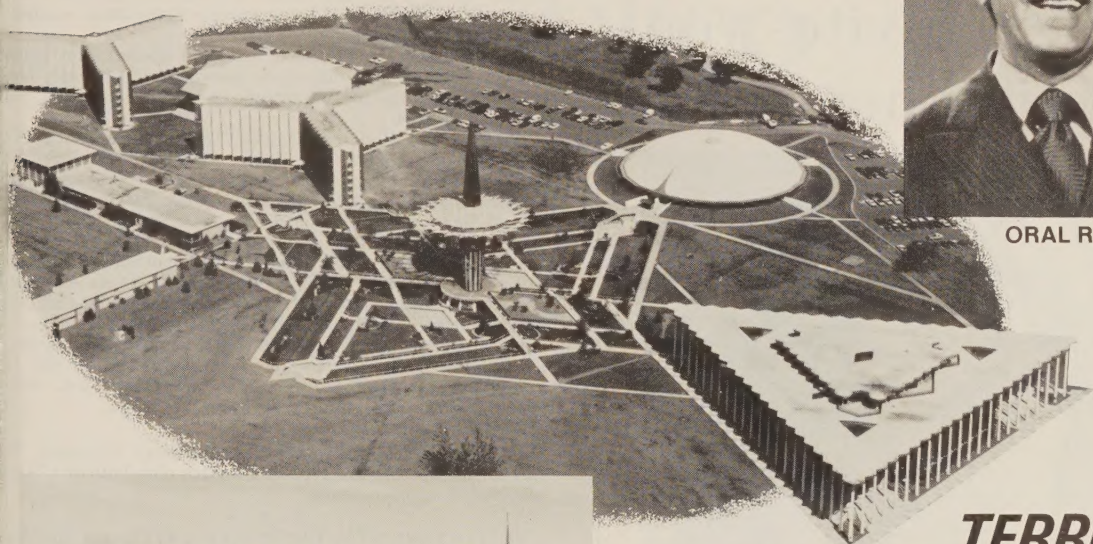
EDITOR & PUBLISHER for January 15, 1972



*Talk about Faith  
in a Market! . . .*



ORAL ROBERTS



**NEW \$9 MILLION SPECIAL  
EVENTS CENTER . . .** now under  
construction at ORU, flexible,  
modern . . . to house not only  
University activities, but many  
of Tulsa's fine arts events!

# *..... TERRIFIC* **TULSA**

## **TULSA'S BEST KNOWN PERSONALITY**

**ORAL ROBERTS**, known to millions for his evangelical work, is not only a native Tulsan, but is building a testament to his faith in his hometown in the magnificent Oral Roberts University, a 500 acre, fully accredited University with an enrollment of 1375 and with the most modern teaching aids and equipment of any University in America. All built within the last 7 years! Another intangible but important reason why the Tulsa market is different . . . and responsive! Use the . . .

**TULSA DAILY WORLD**

**The Tulsa Tribune**

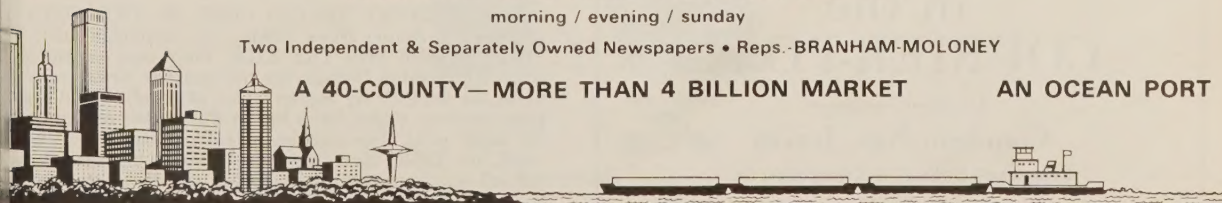
**THE OIL CAPITAL NEWSPAPERS**

morning / evening / sunday

Two Independent & Separately Owned Newspapers • Reps. BRANHAM-MOLONEY

**A 40-COUNTY—MORE THAN 4 BILLION MARKET**

**AN OCEAN PORT**





# Nancy Ryan invites you into her home



It's a typical suburban home. Comfortable. Well furnished. A couple of kids. Husband with a good income. Lots of material needs and desires.

Like so many young families in South Jersey, the Ryans are in the prime of their buying years. And like so many of their counterparts in Camden, Burlington and Gloucester counties, they do their shopping in the Courier-Post. Over 120,000 families in the buyingest segment of the Philadelphia-Camden Metropolitan Area open their doors to the Courier-Post every day. For an advertiser, it's the logical way to sell South Jersey. The door is open.

## Reach Nancy Ryan in the COURIER-POST

A Gannett Newspaper

Camden, New Jersey

Represented by Story & Kelly-Smith, Inc.

## CATCH-lines

By Lenora Williamson

FASHION WAS NEWS OF SORTS last weekend with all those best and worst dressed lists. So, you might as well know how things are going tonsorial-wise in newspaper photography circles—at least if Catch-Lines' informal but accurate survey at the Virginia News Photographers Association session in Richmond is any indicator.

All the first place winners, including special title holders, are mustachioed. The shapes are assorted but generally highly styled befitting the photographer's eye for facial design. Some add neat beards.

The group includes *Richmond Times-Dispatch* and *News Leader* photographers Bob Jones, and Dave Harvey; Allen Litten, *Harrisonburg Daily News-Record* (Best in Show); Richard Dunston and Robie Ray, *Norfolk Virginian-Pilot* and *Ledger-Star*. Also add Bob Brown of the Richmond Newspapers staff, AP Photo of the Year winner.

Mike Wray, *Martinsville Bulletin* one-man photography staff and winner of the AP trophy in the Virginia Press Association contests, seems uncommitted to the mustache style. Complying with the fairness doctrine, we'll be glad to run any poll of the other first-place winners in the VPA event (some dozen or more since Jones, Harvey and Litten are also in the list) should someone have time to run up a notarized list. And/or give the word men equal style space.

\* \* \*

TRUTH TIME—*San Francisco Examiner* columnist Jack Rosenbaum spotted this typo in a service club bulletin: "Lunch will be gin at noon sharp."

\* \* \*

POLITICIANS FLY, DON'T PAY LATER was the *Royal Oak* (Mich.) *Tribune* head for a UPI report that the nation's airlines are still trying to collect travel bills from the 1968 presidential campaign era and consequently are tightening credit on '72 hopefuls who want to fly now and pay after election day.

\* \* \*

A BABY SITTER BY ANY OTHER NAME—A London newspaper, reports Bob Sylvester in his "Dream Street" column, has an ad for the services of an "Offspring Companion."

\* \* \*

WATCH THAT SEQUENCE—A head in the *Ashland* (Wis.) *Daily Press* declared: "Eau Claire student hangs himself, stabs girl friend." A *Rocky Mountain News* (Denver) head punned: "Nobody nose exactly what made the sewer overflow."

\* \* \*

AMID THE FUROR as to whether Philadelphia will or will not celebrate in 1976, the *Pottstown* (Pa.) *Mercury* announced that Pottstown plans a Bicentennial celebration itself in a sensible fashion since Washington did camp there. The *Mercury* editorial chiding Philadelphia's planless plan began: "If the Colonial residents of Philadelphia practiced the same type of planning and philosophies that the latter day residents do, Betsy Ross would still be working on stripe Number 2; Jefferson would still be penning the Declaration of Independence . . ." The editorial gave this concluding advice: "Philadelphia should forget about the Bicentennial and concentrate on the 300th or maybe even the 400th anniversary celebration." So, the *Philadelphia Inquirer* ran the editorial on its op-ed page under this endorsement: "OK, Let's Plan for the Tricentennial!"

\* \* \*

OUR DELIVERY TRUCKS COME IN TWO SIZES, announced the *Detroit News* holiday ad, continuing ONE FOR YOU . . . ONE FOR THE KIDS. Body copy explained the large van pictured "brings you the complete news every day" while the five-inch toy replica (also pictured) would make a great stocking stuffer for a kid at \$1.75. One reader skipped the small print. She confidently ordered one large and one small, for \$3.50. Since the News' garage manager declared the full size van costs about \$3,800, the News sent the lady two small trucks.

EDITOR & PUBLISHER for January 15, 1972



# pro bono publico

The spiraling costs of consumer goods can be traced, in part, to the recent rapid rise in shoplifting. The holiday season, with its throngs of shoppers provides ideal conditions for the shoplifter — so The Huntsville Times, early in November began a series of large, hard-hitting editorials and full page ads alerting the public and offering suggestions on how to deal with shoplifting.

It is too soon to precisely evaluate the effectiveness of this campaign, however merchants and the general public responded enthusiastically—and in Huntsville shoplifters were dealt a body blow.

## Huntsville Times

A Newhouse Newspaper

### HOW CAN YOU BE SURE NO ONE IS WATCHING



Small text block containing a disclaimer or fine print, likely stating that the advertisement is for informational purposes only and does not constitute an offer or endorsement.

TAKE A STAND  
**FIGHT  
SHOPLIFTING**

**The Huntsville Times**  
A PUBLIC SERVICE IN COOPERATION WITH THE RETAIL MERCHANTS OF HUNTSVILLE



# Editor & Publisher

® THE FOURTH ESTATE

James Wright Brown

Publisher, Chairman of the Board, 1912-1959

Robert U. Brown  
Publisher and Editor



Charter Member, Audit  
Bureau of Circulations  
Member, American  
Business Press Inc.



6 Mo. average net paid June 30, 1971—25,627  
Renewal Rate—75.09%

## Counteradvertising

In trying to persuade the Federal Communications Commission to extend its "fairness" doctrine to include product commercials on the air, the Federal Trade Commission has created a new word—counteradvertising. It is also posing a threat to the continuance of broadcast advertising.

Briefly, FTC's reasoning is that both paid and free time should be made available by broadcasters to those who wish to contest, refute, or rebut "controversial" messages made in advertising commercials. Four types of commercials are susceptible to counteradvertising, the FTC says:

1. "Advertising asserting claims of product performance or characteristics that explicitly raise controversial issues of current public importance." (Products like oil or gasoline that might involve pollution factors.)

2. "Advertising stressing broad recurrent themes, affecting the purchase decision in a manner that implicitly raises controversial issues of current national importance." (Products affecting nutrition.)

3. "Advertising claims that rest upon or rely upon scientific promises which are currently subject to controversy within the scientific community." (Drugs, medicines.)

4. "Advertising that is silent about negative aspects of the advertised products." (Automobile safety factors, for instance.)

Since more than half of television advertising is in the food, toiletries, automotive, drugs, soaps and detergent categories, one can imagine the turmoil the counteradvertising policy would create, especially in free time no matter how little.

The immediate impact would be to reduce most commercials to the "label" type: "The Packard Motor Company makes the Packard car. Better buy one." Carried to its ultimate absurdity, if the message said "we make a good car," someone might dispute it.

In the long run, advertisers would realize the futility of trying to advertise products on the air when someone else could get time, paid or free, to assert "you omitted to say," etc., or "you're a liar."

The FTC's job is to protect the public from false and misleading advertising. It now has the voluntary help of the industry-sponsored National Advertising Review Board. The FCC's help, if this new can of worms is opened as requested by FTC, would not only be a distortion of that agency's function but would be destructive to advertising and the television medium. And, it wouldn't be long before an attempt is made to include all advertising in all media.

The philosophy represented here is that most advertisers are cheats and that the buying public is a bunch of stupid idiots. It is a gross libel of both groups.

## What's the truth?

Is the Howard Hughes controversy for real, or is it a farce? There is an annoying feeling that newspapers and broadcasters have been had. Why doesn't the man add his face to that questionable disembodied voice in a direct personal confrontation with reporters? It wouldn't hurt that much.

### The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Executive Editor: Jerome H. Walker.

Associate Editors: Craig Tomkinson, Jerome H. Walker Jr., Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Christopher Lassen, Donald L. Parvin, Richard E. Schultz, Earl W. Wilken, Harry H. Yocherer.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: John Johnson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

### OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 5102.

Chicago: 360 North Michigan Avenue, 60601. Phone: 312-782-4897. Gerald B. Healey, Editor. Richard E. Schultz, Harry H. Yocherer, Advertising Representatives.

Los Angeles: 1830: West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall & Sands Inc. Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall & Sands Inc. Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

### INDEX TO THIS ISSUE

Ad-ventures .....	11
Calendar .....	2
Catch-lines .....	4
Circulation .....	32
Deaths .....	46
Editorial Workshop .....	40
People .....	26
On-line .....	32
Promotion .....	24
Shop Talk .....	52
Stock prices .....	47
Syndicate news .....	45



## JOB TEST

must take exception to Gene Gilmore's "Employment Test" methods for screening applicants for jobs in journalism (November 27, 1971). The following is based on approximately seven years of work in publications, radio and daily newspaper journalism.

While some of Mr. Gilmore's ideas perhaps have merit, the majority of them appear to be based primarily in the textbook approach to journalism. What possible relationship can a person's ability to answer percent of selected miscellaneous questions have to do with his ability to produce a working newsman? Tests, it seems to me, generally reflect solely the interests of the person who selects the questions. Mr. Gilmore's suggested map test, for instance, might stump a capable reporter, but prove far simpler for a recent graduate of a grade geography class. Current events quizzes, moreover, are meaningful only if questions relate to an area in which you would expect the reporter to perform. Furthermore, I know of few newsmen whose careers have collapsed because they did not follow the political stances common to *National Review*.

Good reporters and writers usually have a broad base of knowledge from which to write. But because of the inadequacies of human brain, this foundation must, with exceptions, remain broad. The miscellaneous facts which Mr. Gilmore suggests for questions can be found, for the most part, in references kept on the desk in the newspaper library. The reporter can perform is the one who knows where and where to find the information he needs.

I do think the news writing and editing suggested by Mr. Gilmore could serve as useful indicators of a person's ability to handle a news story. I wonder, though, if the decision to hire or not to hire should be based on one testing under other than normal working conditions.

My own experience during and since college indicates that classroom performance is often a poor basis for judging a newsman. Somehow, things just don't always turn out the way the textbook said they would. Few textbooks teach the ability to recognize a good story and then dig out the facts. And few are the tests of geography, current events, politics and literature that will forecast the success of the prospective newsman.

Perhaps my thinking on Mr. Gilmore's test has been colored by my recent experience as I seek a suitable post-Army position in journalism. Nevertheless, I know I did not feel I had been fairly considered by an employer who refused to hire me because I scored less than 90 on a test like the one Mr. Gilmore suggests. Personally, I can think of no better method than what Mr. Gilmore calls a "relatively skimpy examination." Past performance is still the best indicator of future performance.

San Francisco FINLEY WILLIS, JR.  
captain, Medical Service Corps, Public Health Service  
Medical Officer, Letterman General Hospital.

## JOB TEST

The problem of matching the right person to the job on any newspaper staff is challenging. As a young reporter who has sought employment on various occasions, I have encountered a wide scope of employment tests.

Credit must go to William Schmick III, news editor of the *Baltimore Sun*, for devising the best test I have ever taken.

The applicant takes a general knowledge test, then a unique and challenging writing test. He or she casts Mr. Schmick in the role of newsmaker, conducts an interview with him and then writes a story from that interview.

This enables Mr. Schmick to judge the very skills a reporter will have to use in the field. It provides the applicant with a more realistic test of his or her abilities than does the usual rewrite tests favored by too many editors.

New York JULIE ALTMAN

\* \* \*

## ANDERSON PAPERS

Regarding the statement in your news item (January 8), that the Jack Anderson White House Papers story "burst into front page headlines" in the *Washington Post* on January 5, I would like to bring to your attention the fact that the significance of the Anderson papers had burst into Page 1 headlines in the *New York Times* on December 31. The Times, unlike the Post, is not a client of the Jack Anderson column.

JAMES L. GREENFIELD  
Foreign Editor of the *New York Times*

\* \* \*

## SLOGAN SEARCH

I am trying to find the name of the American newspaper which has as its slogan—"if you don't want it printed, don't let it happen." I would be grateful if one of your readers could help me in this quest.

C. C. TWELFTREE  
Press and information officer,  
Australian Consulate-General,  
Crocker Plaza, San Francisco,  
Calif. 94104

\* \* \*

## ARMY PAPERS

I am writing concerning the article "Reformation is order of day for 'new' Army's newspapers" (September 25, 1971). I cannot get as enthusiastic as Mr. Hiebert about the new change in Army newspapers. It seems to me that this new freedom to criticize is simply an extension of the freedoms that these young men were allowed in high schools across the nation. Freedom to come when they pleased, dressed as they pleased, and to say what they pleased to their teachers. It seems that everybody today from convicts to soldiers must be given the right to sound off, and for many this is the only contribution that they can or will make.

Army publications, to my way of thinking should not be dry and stodgy and the last thing that I would recommend are the handshaking photos. I think, however, that they can make a positive contribution rather than a negative one. They are too hung up on such things as the race question and drugs. There are other issues, although you would not know it to read a number of Army publications. For example if they could help people getting out of the Army to find jobs and to readjust to the civilian life. If they could run stories of Army personnel who have excelled in some way I

think that they could in some small way inspire their readers; in other words, accentuate the positive rather than the negative.

These publications have gone from one extreme to the other and what I am recommending is that they find a happy medium. Falls Church, Va. PHILIP R. SMITH, JR.

Former associate editor of *Soldiers Magazine*.

\* \* \*

## WOMAN'S NAME

I read with a great deal of chagrin your article (December 4, 1971) about Mrs. Hamilton (Jo) Brosious. My dismay over the article came from the very fact that Jo only appeared in parenthesis.

When are newspapers ever going to learn that when you write an article about the achievements of any human being you should refer to them by their name? Why must Jo Brosious be referred to by her husband's name? Is he the one responsible for where she is today? I seriously doubt it that fact could possibly be true.

I am a member of the National Organization for Women. It is just such slips as this one that we are constantly battling. I hope you will seriously reconsider your editorial policy if it is that a woman must go by her husband's name with her name appearing only in parenthesis.

I realize it is a small matter but to one who has known oppression by the male publishing world for so long it is very important. I'm sure I am not the only woman in journalism who objects to her identity being only through the man in her life.

With any luck men will begin to realize that women are people. Then maybe we will be accorded equality in the pages of your magazine.

KATHY RUSSETH  
Associate editor, Overseas Media Corp.,  
Oakland, Calif.

## Short Takes

A female employee in miniskirt and books or a pants suit is acceptable, but no-bra and hot pants styles are not.—*St. Louis Globe-Democrat*.

\* \* \*

The "Partridge Family" star, 21, 5 feet 7 inches and a frail 1115 pounds, is allergic to dust. . . —*Philadelphia News*.

\* \* \*

During the committee report presentation on the final day, Mrs. F. . . was given a standing ovation after she closed her presentation.—*London (Ont.) Free Press*.

\* \* \*

The usual rules for the background sessions allow reporters to write what they are told, identifying the source only as "white horse officials."—*New York Post*.

\* \* \*

Drug squads throughout Britain have been warned of a new tablet that is being paddled to teen-agers.—*Cleveland Press*.

\* \* \*

(E&P pays \$2 each for amusing typographical errors found in newspapers and reprinted here.)



# Here's what makes The New York Times the leading advertising medium in America's first market.

Year after year, all sorts of advertisers rely on the particular impact of The New York Times to work more profitably for them. That's why, in addition to its continuing leadership in total advertising in the New York market, The Times in 1971 was...

First in general advertising for the 56th year.

First in new passenger car advertising for the 23d year.

First in classified advertising for the 35th year.

First in financial advertising for the 65th year.

First in liquor advertising for the 25th year.

First in apparel advertising for the 35th year.

First in airline advertising for the 26th year.

First in book advertising for the 43d year.

First in wine advertising for the 26th year.

First in hotel and resort advertising for the 26th year.

First in amusement advertising for the 17th year.

First in cigar advertising for the 10th year.

First in phonograph and record advertising for the 14th year.

First in educational advertising for the 20th year.

No matter what you're selling, make 1972 an even more successful year for you...in The New York Times. The Times does something special for advertisers because it's something special.

## The New York Times

For 53 years first in advertising in America's first market.



# Publishers oppose rules to expose business data

By Luther Huston

Eleven U.S. Senators, 10 Congressmen and lawyers representing newspapers and publishers' organizations told Attorney General John N. Mitchell that his proposed rules for implementation of the Newspaper Preservation Act exceed his authority, are inequitable, and violative of constitutional and statutory rights of the newspaper industry.

They were particularly vehement in opposing rules which would require public disclosure of financial data of newspaper companies that are parties to existing joint business arrangements or who seek to enter into one.

Also they were scornfully critical of a provision that would require newspapers applying for Justice Department approval of a joint arrangement to publish notice of their application on their front pages, make available for public inspection their main offices the financial and other data supporting the application.

The Newspaper Preservation Act exists from the antitrust laws about 20 years after operating agreements entered into prior to July 24, 1970, the effective date of the statute. It provides that any new arrangements must have the approval of the Attorney General.

On October 22, 1971, the Attorney General published proposed rules for execution of his obligations under the Act and invited comments from interested parties. The strictures of the representatives of the newspaper industry were contained in comments responsive to the Attorney General's invitation.

## Groups filing comments

Aside from the legislators, all of whom are co-sponsors or supporters of the act, the commentators were the American Newspaper Publishers Association, Hearst Corporation, Newhouse Newspapers, E. W. Scripps Company, and Morris J. Egan, Washington attorney representing the *Tucson Citizen*, the *Fort Wayne Journal-Gazette*, the *Pittsburgh Courier*, the *Salt Lake Tribune* and the *Des Moines Register*, the *Tulsa World* and *Tulsa World*, and *Honolulu Advertiser*, each a party to a joint operating agreement.

The whole controversy started when the Department of Justice filed a suit several years ago under the antitrust laws to break up the operating agreement between the *Tucson Citizen* and the *Arizona Republic*. The Supreme Court held that this agreement dating from 1940 violated the antitrust laws. Legislation was then proposed to exempt existing agreements from antitrust laws and provide procedure

for Department of Justice approval of subsequent arrangements between newspapers, one of which was in danger of financial failure which would eliminate an independent editorial voice.

The commentators were virtually unanimous in agreeing that the Attorney General's proposed rules to "effectuate the policy and purposes" of the Act would nullify the section which authorizes the Attorney General to promulgate them. Levin declared the rules are "out of harmony with the Newspaper Preservation Act."

The Senators stated their plain belief that "the proposed rules are not the necessary progeny of the Act but range far afield from its intents and purposes." The Representatives said that the proposed rules were contrary to the intent of the law and went beyond the scope of the duties assigned to the Attorney General's office.

## More stringent than required

Harvey L. Lipton, attorney for the Hearst Corporation, told the Attorney General that his proposed rules "will amend and modify the Act by imposing more stringent requirements than those expressly mandated by the Congress."

Arthur B. Hanson, general counsel for the ANPA, charged that the drafters of the rules were attempting to achieve through "administrative fiat" what Congress had forbade them achieving, presumably in order to bulwark the position of the Justice Department's antitrust division that joint arrangements should not be exempt from the antitrust laws and should be subject to whatever regulations the Justice Department deems advisable. Hanson asserted that the antitrust division's drafters had "carried their bias as expressed in congressional hearings over into the rules."

Since publishing its proposed rules, the Justice Department has amended one of them (Section 48.1) so that joint newspaper operating arrangements put into effect without prior written consent of the Attorney General "remain fully subject to the antitrust laws."

Each of the commentators was highly critical of the rule that would open financial data and other material submitted in an application for approval of a joint arrangement to public inspection. A provision in the rules would require the applicant to file, covering a period of five years prior to the date of the application:

An annual profit and loss statement.

An annual statement of assets and liabilities.

Reports of the Audit Bureau of Circulations, or a statement of equivalent information.

Annual advertising and lineage records.

Rate cards.

Any other information the applicant believes relative to his request for approval.

The general position with regard to this rule was summarized by Sherman Dye, of Cleveland, attorney for the E. W. Scripps Company. He said:

"The section of the rules requiring public disclosure of the terms of existing arrangements; requiring forced publication and public inspection of an application for approval of a proposed arrangement and supporting financial and other data filed therewith, and providing for costly and time consuming proceedings and permissive 'intervention' by members of the general public are wholly unnecessary and are in direct conflict with the policy of Congress and the Act and are otherwise contrary to law."

Each of the lawyers representing newspapers or organizations of publishers, zeroed in on the rule requiring public disclosure. Levin noted that such procedure would involve disclosure of "trade secrets" and confidential data affecting the competitive position of the newspapers and "would be in violation of the Freedom of Information Act."

## Data kept confidential

Hanson, for the ANPA, asserted that the Attorney General cannot "constitutionally engage in unlawful searches on matters not relevant to his authority or make demands for information unreasonable in scope and irrelevant to the authority vested in him."

Plainly, he said, Congress did not intend the Act "to become a vehicle for a dragnet disclosure of documents, data or other information in violation of the constitutional and statutory rights of newspapers for approval of a new joint arrangement."

He cited the fact that the House Judiciary Committee, in asking newspapers for financial data, had pledged that it would be kept confidential and commented that "the Attorney General has less scope than a congressional committee engaged in a valid legislative investigation."

A section of the proposed rules would require that applicants for approval of a joint arrangement publish on the front pages of each applicant newspaper daily and Sunday for a period of two weeks a notice that such an application has been filed with the Justice Department; that copies of the agreement and other documents supporting the application are available for public inspection at the Department of Justice and the main offices of the newspapers involved; and that pro-

(Continued on page 10)



# 'Hughes' blasts 'autobiography' in phone caper

Fairy tale? . . . Authentic biography of a hermit?

Public evaluation of a heralded "autobiography" of Howard R. Hughes to be published by McGraw-Hill and *Life* magazine in March was left to swirl in a big, wide credibility gap this week after the staging of an unbelievable press conference masterminded by a public relations counsellor.

Seven newsmen, carefully selected, participated in an extraordinary interview with the industrialist who has been publicized as the richest recluse in history.

In on the conference telephone call from Los Angeles to (presumably) Howard Hughes in his hideaway apartment in the Britannia Beach Hotel on Paradise Island, the Bahamas, were:

Vernon Scott, United Press International.

Gene Handsaker, Associated Press.

Marvin Miles, *Los Angeles Times*.

Gladwin Hill, *New York Times*.

Jim Bacon, *Hearst Newspapers*.

Wayne Thomis, *Chicago Tribune*.

Roy Neal, *NBC News*.

Sitting in as an observer was Don Digiilio, editor of the *Las Vegas (Nev.) Review-Journal*.

NBC took credit for arranging the affair, saying Roy Neal had suggested the idea. NBC installed the special phone line into the Sheraton Universal Hotel in Burbank. Some sources said the cost of the interview that ran for two hours and 40 minutes would be about \$5,000 but it was understood that NBC paid only \$350 for costs between Burbank and a Hughes company office in Miami, where the call was switched to the Bahamas.

## Arranged 3 weeks earlier

UPI's Vernon Scott told E&P he had been contacted more than three weeks before the news conference took place (January 7) by Richard Hannah, a Hughes contact man from the Carl Byoir public relations firm. The object of the call, Scott believed, was to discredit the manuscript by Clifford Irving which McGraw-Hill has prepared to publish.

During the planning stages it was decided to invite a small number of newsmen who had talked to Hughes, in person or on the phone, before he went into hiding about 15 years ago. NBC was included for film and tape coverage.

Finally, seven was considered to be manageable number of questioners and would make it easier to protect the embargo. Release time was set for 6:30 p.m. Sunday. It was surmised that no newsmen who had ever been openly hostile to Hughes had been selected for the interview with the voice.

The group gathered with Hannah and Perry Lieber, a Hughes PR man from Las Vegas, on Thursday afternoon in the appointed hotel. The newsmen were briefed on ground rules which included a ban on

asking Hughes anything about his marital affairs.

Hannah offered some questions in printed form but the newsmen rejected them all out of hand.

By agreement, the seven met again at 2 p.m. Friday in a hotel room overheated with tv camera lights and airconditioning equipment turned off so it wouldn't interfere with the sound.

## Believed it was Hughes

To test the authenticity of the voice, after Hannah placed the call, some of the reporters posed questions concerning technical matters with which only Howard Hughes would be knowledgeable.

All of the participants concurred later in the belief they had talked to the real Howard Hughes, recognizing him not only by the information he gave but his manner of speaking and tone of voice. However they qualified their attribution of quotes to "a man introduced as Howard Hughes."

Other experts expressed satisfaction that it was Hughes but the phone conference stirred a controversy over the validity of the "autobiography" and why Hughes had taken such pains to discredit it. He called it a fraud, "totally fantastic fiction" and "fairy tale."

McGraw-Hill and Life executives stood by their presses and the writer, Clifford Irving, insisted his manuscript developed from personal conversations with Hughes over a long period of time. Irving said it was not Hughes who talked with the newsmen.

The funny side of the episode might have given Irving's late father, Jay Irving, some material for his comic strip, "Potsy," all about a fat and friendly cop.

## \$314 minimum is set in Sacramento pact

A \$314.71 key top minimum, highest outside Washington and New York, is provided in the Sacramento Newspaper Guild contract at the *Sacramento Bee*.

Top minimums for reporters and advertising salesmen are increased \$70.46 over 34 months under a formula by which San Francisco-area newspaper contracts were renegotiated late in 1970.

The contract pledges management and the Guild to "aggressively recruit" Negroes, Orientals, American Indians and Spanish-surnamed Americans for newspaper jobs and it calls for a minority-training program under which trainees will be paid at no less than starting minimums for six-month training periods.

## AP contract rejected

In a mail referendum, members of the Wire Service Guild have rejected a new two-year contract with the Associated Press. The vote was about three to one against ratification of the agreement which provides increases to \$270 a week now and to \$288 a week starting January 1, 1973. The present minimum is \$252 a week.

## Business secrets

(Continued from page 9)

tests may be filed with the Department of Justice.

Lipton said that his requirement raises a "very substantial constitutional question." Hanson declared, "There is no rule of law which can require a newspaper to publish any legal notice in its columns. The law is clearly to the contrary. Just as no restraint can be placed on prior publication so requirement to publish must fail."

Hanson added that publication of the notice of application in the *Federal Register* is enough.

One of the proposed rules would establish a hearing procedure in accordance with the Administrative Procedure Act. An examiner would conduct a hearing at which the burden of proving that the proposed arrangement meets the requirement of the Newspaper Preservation Act would be on the proponents. After the hearing, the examiner would submit to the Attorney General his findings and conclusions and a proposed report and order.

Within 30 days of the date of the hearing, "any person" would be permitted to file written exceptions to the examiner's proposed recommendations.

Lipton asserted that the "any person" provision was too all-embracing and that protests should be limited to persons residing and doing business in the circulation area of the newspapers involved. The procedure, he contended, should not be so broadly structured as to permit "even a person residing in Timbuktu to protest a joint arrangement."

## Standard procedure

A consensus was that the hearing procedure was time-consuming, burdensome upon the applicants, and that the requirements imposed on the Attorney General by the Act could effectively be met by use of the Justice Department's Business Review Procedure.

The Senators who said that the disclosure provision was contrary to the Freedom of Information Act and could find no justification in the Newspaper Preservation Act are Wallace Bennett of Utah, Daniel Inouye of Hawaii, Joseph Montoya of New Mexico, Alan Cranston of California, Paul Fannin of Arizona, John Tower of Texas, and Howard H. Baker Jr. of Tennessee.

The Representatives who told the Attorney General that they had never envisioned the disclosure procedure are Ed Edmondson of Oklahoma, Page Belcher of Oklahoma, John J. Rhodes of Arizona, Samuel L. Devine of Ohio, Sherman P. Lloyd of Utah, Lester L. Wolff of New York, Albert W. Johnson of Pennsylvania, Spark Matsunaga of Hawaii, Richard Fulton of Tennessee and Morris K. Udall of Arizona.

The import of all the comments was to the effect that the proposed rules should either be revised and simplified or scrapped in favor of standard existing procedure. There has been no indication of what course the Department of Justice will pursue.



The overall impression gained from presentation of two leading retail store executives—Bernard S. Sklar of Macy's

Lee M. Dubow of Foley's—is that newspapers will be the dominant advertising medium for a long time to come. Both spoke at a session on "Media Mix in 1970's" at the meeting of the National Retail Merchants Association in New York this week.

Sklar said there is "no patent recipe that would govern a media mix." It decided, he thought, largely on the particular cookie one wanted to sell and who would sell it to, as well as affordability. Sklar said the present standard used by most retailers of allocating 80 to 90% of their budget to newspaper advertising continued to be sound in many cases.

He expressed some concern over the "trending downward" of newspaper circulation in some large urban areas, increases in ad rates, limited coverage of newspapers in some Macy's trading areas which has forced the store to add smaller, more costly circulation papers and broadsheet to cover the additional geography, and an unfounded belief that the 30 to 45 age group is oriented more to sound than to sight.

He cited the Albany-Schenectady market as an example of how broadcast reached a package buy of radio-TV for the same sum it was costing Macy's to run page ads in the *Albany Knickerbocker* and *Schenectady Union-Star*. The papers give about 55% coverage of households in a two-county area, as compared to the 10 counties covered by broadcast alone, he said.

Macy's has not pulled out of the newspapers, nor is it planning to, but Sklar said the broadcast buy has proved there is place for media mix. "For some reason," he said, "broadcast used in combination with newspapers to promote the same product pulls in extra traffic. I suspect it is because the addition of broadcast tends to convince believers out of more people."

\* \* \*

His use of broadcast, outdoor and direct mail advertising was likened to the "sandwich" by Lee Dubow, sales promotion manager of Foley's of Houston. The two slices, he said, are the *Houston Post* and *Houston Chronicle*, which the store uses on a "day in, day out" basis. "We don't use broadcast alone," he said.

Dubow said he believes the real challenge for retailers is not mixing up their media, but "expanding their franchise in newspapers" and then, when they are "tight enough," utilizing other dimensions of sight and sound.

We need to know now from the newspapers how to put media mix to practice in the papers," he said. "How should we use an ad on the society page and another on the sports, and so forth. When are we going to show us how?"

Dubow had a slide presentation showing the store teamed up with Van Heusen

shirts in a resultful co-op program, using primarily run-of-press color pages in Houston newspapers, supported by TV commercials and outdoor.

\* \* \*

No formula. Tammy Homer, vice president for Allerton, Berman & Dean, a New York advertising and public relations firm, which consults Gimbel's, agreed with Sklar that there is no formula for allocating media dollars most effectively. She said one of the primary responsibilities of the ad agency is to identify the media mix best suited for the retailer's needs. "The day that a newspaper program alone can best serve the retailer is past," she said. "What has emerged is a new lexicon which includes the newspaper in its proper dimension alongside other media in a coordinated merchandising approach to the target audience."

\* \* \*

In a question and answer period, Dubow was asked by a member in the audience how come stores did so well in Pittsburgh during the recent newspaper shutdown when they had to rely solely on broadcast to promote. Dubow replied that shoppers "turn to the dominant store," the one that was advertising the heaviest before the newspaper suspended. Challenged on this reply, Dubow said he knew this to be true from a first hand experience he had one time when a newspaper was closed by a strike and the store which had been the dominant advertiser in the paper decided to do no broadcast advertising during the period that the paper was shutdown. Federal Reserve System store reports later showed that sales continued to increase despite the absence of advertising. This, he said, confirmed for him that the public "judged a store by what it has done in the past."

\* \* \*

Investment. Based on reports received from newspapers for the first 10 months of 1971, the Bureau of Advertising reported this week that retailers invested an estimated \$3.5 billion in newspaper advertising last year.

The amount represents an increase of \$260 million over 1970, or a gain of 8%. The Bureau said that total newspaper ad revenues would equal about \$6.3 billion when official results become available in March.

\* \* \*

How to advertise. Karl H. Eisle, president, Feel-Fine Shops of Reading, Pa., gave other retailers attending a National Retail Merchants Association session on "Promoting the Smaller Store" this piece of advice on how to advertise in newspapers: "Get on the right side of the best page in the best newspaper for merchandise you are promoting. Dominate the page with a minimum of space, and therefore, expense. Be consistent, but dominate once a week rather than scatter your shots with only partial impact."

Bar ad restrictions. Pennsylvania's State Pharmacy Board decided January 12 to abandon its list of proposals that would have virtually eliminated price advertising of prescription drugs, and required advertisers to give as much information about the drugs as a doctor receives. The measures had been criticized by consumer groups and large volume discount stores.



MERCHANT & PUBLISHER at Bureau of Advertising reception for directors of NRMA at the Four Seasons restaurant: at left, Cecil C. Wright, president of J. C. Penney Co.; at right, James F. Chambers Jr., publisher of the Dallas Times-Herald, BGA chairman.

## Gannett earnings up to \$2 a share in '71

Gannett Co. expects to report 1971 earnings per share rose about 20 percent while gross revenues climbed about 11 percent, Paul Miller, chairman and chief executive officer, said (January 12) in a talk to the Harvard Business School Club of Rochester and the Rochester Society of Security Analysts.

Gross revenues will exceed \$235 million, up from 1970's \$211 million as restated to reflect pooling of interest, Miller said.

"We expect earnings per share to approximate \$2 as compared with \$1.67 for 1970," Miller said.

"Looking ahead, we expect 1972 to be another year of thrilling growth. Indeed, I wouldn't be surprised if we had another newsworthy announcement almost any day now."

## Workshop on inserts

The Direct Mail Advertising Association is sponsoring the first Free Standing Newspaper Insert Workshop on March 1 at Delmonico's Hotel in New York. Participants include Dave Reichberg, Altman, Voss & Reichberg; Joseph Marsh, *Washington Star*; Edward Stoddard, Doubleday Advertising Co.; and Frank Stapleton, Branham-Moloney Inc. Contact the DMAA at 230 Park Avenue for registration.

## Stapleford heads School

Fred H. Stapleford, the last publisher of *This Week* magazine and former advertising director of the *Philadelphia Bulletin*, has been named president of Katherine Gibbs School Inc., a secretarial training school owned by Crowell-Collier and MacMillan Co. Stapleford was previously president of C. C. M. Professional Magazines Inc.



# '72 marks start of boom in retail shop advertising

By Jerry Walker Jr.

"A year of choosy consumers, of competitiveness raised to a new high" will bring about a boom year in retail advertising for newspapers, Alfred Eisenpreis, vicepresident of Allied Stores Corporation, predicted this week at the annual meeting of the National Retail Merchants Association in New York.

Eisenpreis, who directs marketing for the country's second largest store group, said the current mood of shoppers places newspapers in "unusual importance" to the retailer.

He observed that retailers are coming into a period in which the customers are interested only in quality products, and expect to be told about "fiber content, and characteristics, and durability and performance of all types of products."

Consumer interest in value applies to all income levels, including the most affluent, he declared.

## Primary for information

Taking these value-minded factors into consideration, Eisenpreis said he believes 1972 will be one of the most heavily promotional years in the last 20 years on a day-to-day basis and that shoppers will prepare more carefully for shopping by studying advertisements to learn relevant merchandise facts.

"Therefore," he declared, "newspaper advertising, the consumer's primary source of competitive merchandise information, will be of unusual importance."

He said the store advertising in newspapers must be made clearer, more direct, easier to read and understand. "Realistic decision-making requires specific facts, accurate description, reason-why copy, clear product representation, opportunity to compare," he pointed out.

Eisenpreis set the stage for discussions of the working woman that followed the next two days when he remarked that retailers are talking a lot about the working women but seem to "know little as to whom they are, what they need, where they shop, and how to do business with them."

Most of the answers to these questions came in separate presentations made by Rumrill-Hoyt advertising agency and the Bureau of Advertising, ANPA.

## The working woman

In a report prepared by Rumrill-Hoyt and presented at the NRMA meeting by Donald B. Miller, chief executive, and Lois Ingalls McLaughlin, the agency's merchandising director, the working woman was classified as being "one of the most important consumer forces in the Seventies."

The agency's report drew this profile of the working woman:

- Women work for money—for them-

selves, their husbands, their families. Husbands who were once reluctant to accept a wife's financial help now welcome it for, without it, the family standard of living would be sharply reduced.

- The higher the education received the more women are working. The educated woman is first to seek employment outside the home.

- 42% of all June 1971 college graduates were women and over 80% of them expressed an intention to put their degrees to work. Today's college educated woman will work for an average of 26 years. The working woman is a challenging new kind of customer.

- Her independent economic status, her better organized work-world, her outside-the-home orientation makes her a more decisive, demanding, affluent and articulate customer.

- 46% of all women (over age 16) now work. This percentage will rise to 60% by 1980.

- 56% of all married women work.

- 52% of all working mothers have school-age children 6 to 17.

- 32% of all working women have children under age 6.

- 55% of all households are now multi-earner and the second earner is usually a wife. In fact, the household income attainment is due to the two-earner status.

If family income is	this percent of homes will be multi-earner	this percent of wives will be working
\$15,000 and over	75%	52%
\$25,000 to \$50,000	70%	55%
\$50,000 and over	46%	25%
under \$15,000	[fewer multi-earner households [many retired or semi-retired [many young households with young children	

## An organized chore

- She looks on shopping as an organized chore—not a romantic interlude. She wants speed, convenience, time-saving. She is a prime purchaser of work-savers, short cuts, convenience items. She is the purchaser of luxuries and extras for she is incessantly aware of the act that she may be shortchanging her family and she seeks to "make it up to them" in material ways.

- She is a noon-hour, after four o'clock, Saturday and evening shopper. As often as not her family shops with her. This is a matter of family "togetherness" as well as convenience and time saving.

- Most important of all, she is influencing every other female shopper. Her outbound attitudes, her independent stance, her peer status, her influential position in

her family circle and her social group is rubbing off on all women. The housebound woman is now seeking volunteer and part time activity, she is spurred to a new articulate consumerism, she is adopting new standards and new ideas. As a result all women are more demanding, more vocal, more skeptical, more value-conscious.

## Ad copy suggested

The Bureau's story of "The Working Woman" showed her involvement with a job and a paycheck being parlayed into a life style that increases her stature as person—and as a customer.

The Bureau reported these findings from a new study of working and non-working women.

Based on the research and marketing data, the Bureau has developed suggested ads and layouts to illustrate its recommendations to retailers. These are: first, to make shopping easier; second, to provide more time saving services, and third, to make selective appeals to working women.

The presentation notes that nine out of ten women now work or have worked so that the habits of virtually all women are being shaped by the work experience.

And while women who take jobs nearly always need the money, six out of ten (59%) say they would do so even if they could receive as much money without working. Indeed, 82% of the working women agree with the statement: "Working makes me a more interesting person."

Among their main reasons for working, the women interviewed offered such positive objectives as: "want to be more independent," 36%; "want to do something worthwhile," 35%; and "like to learn new things," 35%. Relatively few offered negative reasons such as "bored with housework," 16%; and "too lonely at home," 14%. However, 58% also feel that "working women don't spend enough time with their children."

## Impact of women's lib

The women's lib movement has had its impact among working women, the study shows, since 85% are aware of its objectives and 93% approve its demand of equal pay for equal work. However, 49% of the women said "false" to the statement, "I get less pay than a man would in the same kind of a job" as compared to 38% who said "yes." And more forthrightly, two thirds of the working women (66%) agreed that they are treated "the same or better than men" as against only 20% who disagreed.

The study is based on interviews with a national probability sample of 1,000 women of whom 661 were currently employed. Response Analysis Corporation of Princeton, N.J., did the interviewing.

It found that working women, nearly half of whom (48%) report that the biggest problems associated with working are time-related, nevertheless shop more often for clothes. (72% had shopped for clothes in the past month versus 56% for non-working women.) And in a given month, they are more likely to visit friends, 85% to 78%; dine out, 72% to 59%; go to the

(Continued on page 34)



# NORMA RETAIL AWARDS



BERNARD ZUCKERMAN, at right, advertising director of Abercrombie & Fitch, accepts a first prize Silver Shopping Bag from Benjamin H. Doroff, chairman of NRMA's sales promotion division, at the NoRMA awards presentation.

Winners of the 1971 newspaper retail advertising competition received "NoR-As" this week at the National Retail Merchants Association convention.

The awards, a silver shopping bag bedded in lucite, were presented by Benjamin H. Doroff of John Wanamaker; Daniel's Wayside Furniture of Richmond, Va.; M. M. Cohn Co. of Little Rock, Ark.; Abercrombie & Fitch, Chicago; and the May Co. of Los Angeles.

Plaques were presented to Ziesel's of Elkhart; Joske Bros. of Texas; Richway of Atlanta, and Foley's of Houston. Certificates were presented to Biegelow's of Westmestown; Mag's of New Britain; Corl-Siegal's of Bangor; The Popular of Paso; Minion S. A. of Athens, Greece; Wy's of Tucson; Liberty House of San Jose; Mary Lester Fabrics of Milwaukee; Franklin Simon of New York; J. C. Penney Co.; Stern Bros. of New Jersey; Neim-Marcus of Dallas, and Ohrbach's of New York.

The contest, sponsored by the NRMA Bureau of Advertising, was broken down according to sales volume.

DITOR & PUBLISHER for January 15, 1972



FRED RAUSCHENBERG, vicepresident for sales promotion of May Co., California, accepts a first prize for his store's winning ad in the NoRMA contest.



JOHN ROBERTS, sales promotion manager of M. M. Cohn Co., Little Rock, received the top newspaper ad award for his store.



THOMAS L. DANIEL, president of Daniel's Wayside Furniture Co., holds his NoRMA award at NRMA meeting.



## Old store has young image in old newspaper

In a relatively young advertising department, a staid, established medium like newspaper sometimes creates a situation of the proverbial "strange bedfellows."

Not so in the relationship between the advertising department of M. M. Cohn in Little Rock and the *Arkansas Gazette*.

With a 97 year old store and a 153 year old newspaper, one would think that a rampant case of rigor mortis would have set in by now. But quite the contrary.

M. M. Cohn, with a 29 year old sales promotion manager (John Roberts) and a 25 year old advertising manager (J.M. Matthews), finds itself in the position of being almost an institution in the community and state, but also an innovator and leader in its fashion and image presentations.

Using newspaper almost exclusively—with the *Gazette* getting a lion's share of the linage—a fine line is drawn between promotional

**YOUTH ACCENT**—The unusual angle of the model in the photograph emphasizes the "wide look" of the jacket lapel in this ad which won a first prize for the M. M. Cohn store in Little Rock, Arkansas, among stores with sales of \$5-\$25 million in NoRMA Awards competition for best retail newspaper ads of 1971 sponsored by National Retail Merchants Association and the Bureau of Advertising, ANPA.

and institutional advertising, with emphasis being given to the image-making category.

The *Gazette*, with its national reputation, finds itself in the position of alter ego to Cohn's advertising department. Brandon Moore, as account representative for the *Gazette*, serves as liaison between the store and the paper.

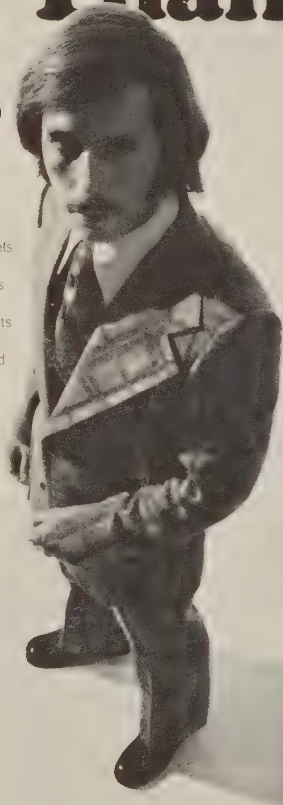
Often discovering that things have never been done before, now can be done; this professional newspaperman spends many hours patching mistakes and trying to resolve problems before they occur.

An interesting—and obviously successful—combination of characters in a play that sees the curtain rise each day . . . M. M. Cohn and the *Arkansas Gazette*—two award-winning innovators.

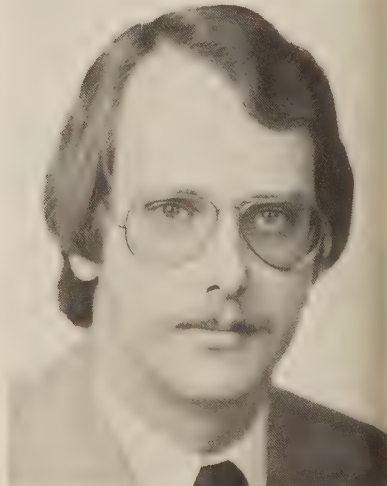
# Wider Than Ever...

And that's no bull . . . ties are wider . . . lapels are wider . . . and men's fashion is looking better than ever. Knits are in . . . that means comfort and carefree wear year 'round. Shirts are brighter and wider. Shoes are boots and two-tones and tri-tones. If you haven't come by Cohn's men's shop and take a good look at some good looks You won't be disappointed.

*M.M. Cohn*



J. M. MATTHEWS  
Advertising Manager



JOHN ROBERTS  
Sales Promotion Manager

EDITOR & PUBLISHER for January 15, 1972



# Abercrombie & Fitch ads have a fashionable look

In case you haven't noticed, Abercrombie & Fitch has injected new things into their newspaper advertising in an attempt to alter the store's image and attract younger customers.

One of the "new things" is Bernard Zuckerman, who 13 months ago left Macy's to become advertising director of the 8-store chain under William Humphreys, who succeeded Earle Angstadt, the former Young & Rubicam advertising executive, as president in September, 1970.

The other important change which followed has to do with the store's new advertising format, which has been designed to win new customers and at the same time maintain the loyalty of present customers. Whereas advertising in past years under Angstadt—who engineered the biggest break with the past—had stressed only sporting goods, the new strategy has been redirected toward ready-to-wear apparel for men and women.

"We've definitely put in more of fashion 'image,'" Zuckerman said. And the award-winning NORMA ad, which was submitted to the retail advertising department of the *Chicago Tribune*, epitomizes that new fashion look, he said. "Best of all," he remarked, "this particular ad produced approximately three times the normal anticipated business."

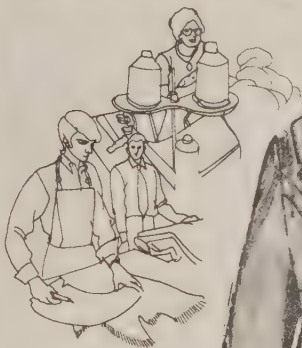
Another change that has come about with the advertising format change is greater attention to the younger affluent group in their 20s and 30s who have the discretionary income. A planned objective of the new ad approach is to establish the younger shopper as a loyal customer of A&F, Zuckerman said, by offering lower priced ready-to-wear merchandise.

Once the person has been established as a customer, it is his feeling that the customer will graduate to perhaps the higher priced merchandise which A&F is known for having. A reflection of A&F's suit of this youth group is an upcoming offer of a man's suit that will sell for \$100.

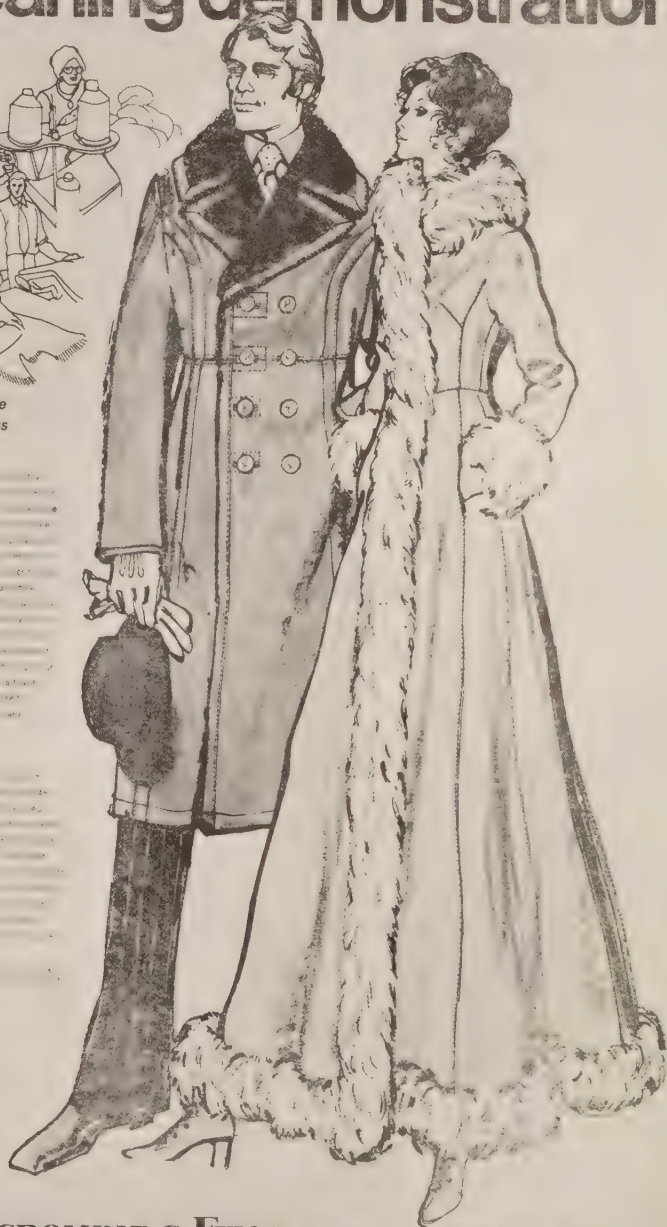
Zuckerman, a strong believer in newspaper advertising ("We use more newspaper ads than before.") sees increasing advertising activity by A&F stores. He said the stores are taking a "more aggressive advertising stance to increase store traffic."

EDITOR & PUBLISHER for January 15, 1972

## abercrombie shearling demonstration



see how these  
fabulous coats  
are tailored!



**ABERCROMBIE & FITCH** 9 NORTH WABASH AVENUE CHICAGO

**NEW LOOK**—Abercrombie & Fitch, the 8-store chain, shows a new fashion look in this ad which won first place among stores with sales of \$25-\$50 million in the NORMA competition for best retail newspaper ads. Bernard Zuckerman, advertising director, A&F, said the ad was created by Ruby Friedland, art director, and Elaine Landry, copy writer.



## Newspaper's ad team creates new store look

Changing the image of a store can be quite an enormous undertaking. But the problem failed to discourage Tom Daniel, president of Daniel's Wayside Furniture stores in Richmond, Virginia.

During February, 1971, Daniel asked for the assistance of the creative service department of *Richmond* (Va.) *Times-Dispatch* and *Richmond News-Leader*, under the direction of Maxie D. Mason, to coordinate and execute a new image building advertising campaign.

This task was assigned to a creative team composed of salesman Jim Boyle, copywriter Vera Hamilton, and artists Sam Strickland and Donna Pinnix, all of Richmond newspapers.

An initial planning meeting was held in which Daniel expressed a desire (1) for a new image through an imaginative newspaper campaign utilizing good, strong merchandising ideas, (2) to improve his potential customer profile, and (3) to enhance the appearance of his stores through reorganization and modern display techniques.

The creative team decided the best way to achieve these objectives was through a fresh, lively campaign that the customer could relate to himself and his own needs and desires. Thus it was decided to break away from the conventional furniture store advertising of "was and now prices", and to utilize clean, large space advertisements that would reflect the personality and reputation of Daniel's Wayside Furniture to the buying public.

To complement the newspaper campaign the store's signature cut was redesigned by Sam Strickland and a sales slogan "The people who know home furnishings from the floor-up!" was created.

The campaign was launched with full page institutional ads stressing the popular consumerism copy technique. Merchandising ads

take it easy.  
it's a dog's  
life.

\$158



**Daniel's**

WAYSIDE FURNITURE CO.

1000 N. 10TH ST. RICHMOND, VA. 23219  
(804) 622-1111



STAR MODEL of the Daniel's Wayside Furniture store advertisement is a Saint Bernard pup, Dzeja's Barnabas Rex von Hamilton, belonging to Vera Hamilton, copywriter for Richmond Newspapers. Gathered around "Barney" and Mrs. Hamilton are Thomas L. Daniel (seated), president of Daniel's, Lloyd A. (Sam) Strickland, art director, and James Boyle, retail advertising salesman for Richmond Newspapers.

followed that were not only creative, but also personal and warm.

Typical of this series of ads is the "take it easy, it's a dog's life" award winning ad. Taking a popular item such as a famous brand recliner chair and adding charisma through the use of contemporary layout design and photographic artwork, and humorous, believable copy, this ad is an outstanding example of what newspaper advertising is today.

The basic element of sex, which is used almost everywhere in advertising these days, was virtually disregarded in favor of the idea that animals still and always will, have a strong emotional appeal to the buying public.

The campaign was a success of immeasurable amounts . . . business improved, profits rose and most important of all, Daniel's Wayside Furniture found out what consistent, good advertising can achieve in a year's time.





## Environmental settings... discover them at May Co

Here, at May Co. there is an understanding that where we live is a reflection of who we are. And this understanding has become a major theme in our new line of home furnishings. The result is a new way of living, being shown in a new way of displaying. Each setting is appropriately accessorized with groupings, pillows, even floral ideas. Photographed to the right is one such environmental setting—a very personalized grouping for a contemporary way of living. Light, airy, warm in feeling, it utilizes the available space imaginatively and functionally. The upholstered pieces by Meyer Gunther-Martin are in the manner of Louis XV. They offer contrast to the contemporary simplicity of the Parson's table (119.00). Shown upper left on this page: a classic Louis XVI chair surprisingly covered in a bold black plaid (329.00 as shown). At lower left a similar grouping held together in this instance, with a more and unique graphic. These settings were photographed at one May Co. store. You'll find similar settings in stores nearest you. For help in achieving your personal environment, why not consult a May Co. interior designer? Please consider this an invitation to stop by and see what we mean by environmental settings.

**m**  
MAY CO



COVER AND BACK PAGE from award winning rotogravure color newspaper section run by May Co., Los Angeles, California. The eight page tabloid size supplement won first prize among stores with sales volume over \$50 million in NoRMA Awards competition for the best retail newspaper ads of 1971 sponsored by National Retail Merchants Association and Bureau of Advertising.

"We can't live without newspapers"

## May Co.'s advertising formula: \$ + sense = newspapers

The May Co., Los Angeles, like most retailers, counts heavily on newspaper advertising.

The reasons, according to Valerie Holwerda, May Co.'s advertising director, boil down to a matter "simple dollars and sense."

"We find newspapers a flexible, creative medium that produces immediate response. Overall newspaper advertising engenders a dramatic dollar volume return as good any medium we have explored.

### Lower cost

"Succinctly, the newspaper dollar works, and works hard. We enjoy exceptional sales per advertising dollar spent and we can move into newspaper quickly and

with less production expense than some media."

But there are other less tangible reasons why May Co. has committed its advertising program for many years to the newspaper. She ticked them off for *Editor & Publisher*, as follows:

### Full disclosure

**Information**—"Trends in fashion, or real hot sales value... either way we can tell the fullest story visually and verbally without the time restrictions of other media."

**Immediacy**—"Sales, store openings, special promotional events... the news is in our customers' hands the night before, or the very day of the happening."

**Authority**—"Our customers respect their daily newspapers for news value and accuracy. It is their guide to the products they need for their way of life. Many of our customers will bring an ad with them for reference while shopping."

### No substitute

**Image building**—"As a fashion store chain, visual appeal is much of our story. In addition to the intrinsic appeal of the merchandise, we are able to direct an abiding image of our fashion philosophy and taste level. Our 'look' in our ads extends to how our customers 'see' us."

In conclusion, "we can't live without newspapers."



# Stuffed preprints vs. ROP: how coupon response varies

By Chaman L. Jain, Ph.D

Here are some of the findings of a study evaluating different aspects of coupon advertising for a company that will invest about \$15 million in 1972 in direct response newspaper advertising:

- The 'stuffed' preprint advertising generates four times more response than if the coupon is featured in an ROP ad.

- The small-size papers give the highest advertising response.

- The combined (morning and evening) editions perform 7% better than a single edition.

- The response declines when an ad is repeated in the same page. But the rate of decline is higher on first two repeat ads than any other ad run after them.

- Among all four regions—Northeast, North Central, South and West—newspapers published in the South produce the lowest coupon return.

The study was based upon the historical data of a mail-order firm which advertised nationally and measures the response by the coupons received. Because of the confidential nature of the information the name of the company cannot be identified. It is a large non-manufacturing company which has been investing about \$10 million a year on newspaper advertising alone.

## PREPRINT VERSUS ROP

The preprint is a recent development in newspaper advertising where a pre-printed advertising insert containing 2, 4 or more pages is stuffed in a paper.

The study shows that preprint, on the average, yields 3.7 times more response than ROP. In some cases, it performed as much as 7 times better than ROP. In this study, the preprint contained 8 pages. The ROP, on the other hand, was a full page. The high response of preprint is mainly because the advertising message is con-

veyed in length due to the availability of more space. Moreover, readers can easily save the preprint in order to read it more leisurely at a future date.

Because of high response many industries such as insurance, cosmetic, film processing, and record and book clubs are now spending more of their newspaper money on this type of advertising. A study of 29 newspapers, done by Charles L. Nicholson, reveals that advertisers in 1970 spent 38% more money on preprints than in 1969.

Though preprint produces high response, it costs more to an advertiser than ROP. In the author's study, the preprint, on the average, costed 4.6 times more than ROP.

Based upon the cost and response data, one can conclude that preprint generates more response than ROP but its cost of obtaining a coupon is higher than the other.

## SIZE OF CIRCULATION

The small-size papers give the highest advertising response. In the author's study, their response, after adjusted for the size of circulation, was 9% above the average. The medium-size papers, on the other hand, did the worst. Their performance was 17% below the average. The advertising response of large papers was fairly good—8% above the average.

In this study all the papers with a circulation of 100,000 and over except tabloids were included. The papers with a circulation between 100,000 and 300,000 were categorized as small; between 300,000 and 500,000, medium; and between 500,000 and over, large.

The small papers perform well because they do not compete with any other paper. They are generally published and circulated in small towns where there is only one paper. Some metropolitan papers are sold in these area. Since these papers cover mostly national, regional and world news (and not local news), they are taken in addition to rather than as a substitute for the local paper. Moreover, dailies published in small towns are kept for a longer period because their readers have more time to spare.

Though small papers yield the highest response, they cost more to an advertiser than any other paper. The average maximum advertising rates (based upon 100,000 circulation, black and white and 1,000 lines) for small, medium and large papers are \$414, \$369 and \$323 respectively. Taking both cost and response into account, large papers generate coupons at the lowest cost.

## SINGLE VS. COMBINED EDITIONS

In recent years, largely because of the prohibitiveness of operating costs, in some cities morning and evening editions are

Chaman L. Jain, author of this exclusive report for EDITOR & PUBLISHER, is an associate professor in the economics department of St. John's University, Brooklyn, and a consultant on direct response advertising. In addition to the firm mentioned in this article, he has served Rapp & Collins Inc., an advertising agency; Alexander Sales Corporation; and Budd Gore Growers. Jain said Sue Fadel and Daniel Sisto, graduate assistants, helped with the research.

published from the same plant. Special combination rate is offered to encourage the advertiser to run an ad in both editions.

The data show that the combined editions, after adjusted for the size of circulation, produce 7% more response than a single edition. This is probably because that the second edition serves as a follow up to those who read the both papers.

## REPEAT AD

Though the response data of repeat ads are erratic, they seem to point out two things: One, the response declines when an ad is repeated in the same paper because the repeat ad reaches again the same market. Two, the rate of decline is higher on first-two-repeat ads than any other ad run after them. The rate of decline on the first and second repeat ads were 12 and 21% respectively (Table 1). On the eighth-repeat ad, the advertising response dropped down to 1.5% from the ad ran immediately before it. However, there were two cases where the return, instead of decreasing, increased (Table 1).

## REGIONAL DIFFERENCES

The advertising response differs not only by preprint and ROP, size of circulation, single and combined editions, and number of times an ad is repeated but also by the region where a paper is published. In this study, the Southern papers produced the lowest advertising response and the North-Eastern ones, the highest (Table 2). The response index of Southern papers was 79, meaning that their return was 19% below the average. Their poor response may be explained by the fact that most of their readers fall at the bottom of economic scale. The North-Eastern papers, on the other hand, yield the highest response.

The average advertising rate of papers published in the Southern region is 5% above the average (Table 2). Their high rates are probably due to the small circulation of most of the papers published in this region. The North-Central papers, on the other hand, have the lowest advertising rates.

TABLE 2  
ADVERTISING RATE AND RESPONSE INDICES BY REGION

Region	Advertising Rate Index	Advertising Response Index
North East	104	128
North Central	91	81
South	105	79
West	100	112
Average	100	100

Sources:

1. The record of a mail-order company which is not identified because of confidential nature of the data.

TABLE 1

## CHANGE IN RESPONSE RESULTING FROM REPEAT ADS

Repeat Ad Number	Change in Response (In Percent)
First	—11.7
Second	—21.1
Third	— 9.8
Fourth	+ 1.5
Fifth	— 4.6
Sixth	—11.2
Seventh	+20.0
Eighth	— 1.5

Source:

1. The record of a mail-order company which is not identified because of confidential nature of the data.

Notes:

1. The change in response was computed from all the ads run within two-year period by the same mail-order company. In computation, adjustment was made for seasonal variations.

2. The negative sign shows the decline in response from the ad run immediately before it. The positive sign, on the other hand, indicates the increase in response.



**There are two  
newspapers in Dallas.  
But Dallas clothing stores  
put 55% of their linage  
in one.**

The Dallas News is  
the "best dressed" newspaper in Dallas  
According to George Neustadt, Inc.,  
Dallas clothing stores displayed 55.3%  
of their linage in our paper last year

And Neustadt shows  
that in the top three price zones, The Dallas News  
had 67.5% of the year's linage.

In addition, Dallas' three downtown  
department stores put most of their  
woman's clothing linage in The Dallas News.  
Neiman-Marcus, 75.7%; Titcher's, 71.8%;  
and Sanger-Harris, 52.7%.

Of course these advertisers need to reach  
consumers who can afford to shop their stores  
In short, our readers.

In Metro Dallas, we have 16.6% more readers  
than the evening paper who earn  
\$10,000 and over. And we have 26,900 more  
Metro readers. If you want consumers  
with disposable income,  
our readers are the fashion  
in Dallas.





# Reply to reader: why advertising.. not a free paper

In a letter to the *Courier-Journal* and *Louisville Times* a reader asked why all advertising couldn't be eliminated from the newspapers, ending up with a much smaller paper and charging readers less for it.

As an alternative, the writer thought the paper might be delivered free of charge and let advertising carry the whole load.

John L. Richards, general manager of the Louisville dailies, believing the reader's question deserved an answer, undertook doing so in an article titled "Letters from the Editors," a monthly feature.

Here, in part, is what Richards wrote:

By coincidence, the entire sum our readers pay for their daily and Sunday newspapers is the same amount as the cost of two items: The amount carriers get for their trouble and cost of paper used. That's all.

Payrolls, equipment, facilities, every other expense needed to operate is carried by revenue from advertisers.

What would happen if we eliminated advertising and asked the reader to pay enough to cover all costs? The newspaper

would be cheaper to produce, but still the subscription cost would more than triple and many subscribers would fall by the wayside. It would become a major purchase for those who elected to continue their subscriptions. It would become exclusive, and that's contrary to the mission of any local newspaper.

For example, subscribers in metropolitan Louisville now pay \$57.20 per year if they take Sunday plus both daily papers. This figure would balloon to something like \$175 if advertising were eliminated.

Penetration of distribution is the key. It's what we want and it's certainly what the majority of advertisers want. We've got to price the newspaper at a level where almost everybody is willing to buy it. The heavy share paid for by the advertiser is really a guarantee that his message will reach almost everybody in town.

There have been several attempts in other cities to provide a newspaper that is all news from cover to cover. This has never worked because there have not been enough readers willing to shell out enough money to allow the publisher to make ends meet.

Now what would happen if we decided to ask the advertiser to pay the entire bill and deliver a newspaper at no cost to the subscriber? The answer is painfully clear. We would have to charge advertisers 50 percent more than we do now.

There would be many reactions to this, but a major one would be the effect on the small businessman with a limited advertising budget. He would have a tough time

getting into the marketplace with his goods and services.

Another point: Advertising is considered a vital, indispensable part of the paper. Most readers use it as a news service for what's available and at what price. If this weren't the case, advertisers wouldn't spend such large sums of money on newspaper ads. One thing is certain: They don't spend this money carelessly; they spend it because it brings results.

There is a balance point somewhere that dictates how much we can charge the reader and still sell a newspaper, several days a week, to practically all the people who can and want to read one. There is also a balance point that dictates how much we can ask an advertiser to pay for space in order to keep his competitive position in the marketplace.

Finally, these two sources of income must provide enough to pay for paper, people and equipment, and last but not least, provide a reasonable profit to insure continued economic health.

## Assignments for sales

Hugh K. Joyce, president, Bowater Sales Co., has announced the following appointments as vicepresidents with their 6 respective sales territories: John C. Davis, Midsouth; James R. Inness, Southwest; Robert G. Linkins, Northeast; John B. Lux, Central; Eugene N. Montgomery, Southeast; Robert F. Weary, Canadian.

# Buffalo

and the Niagara Frontier

## the FASHIONABLE one

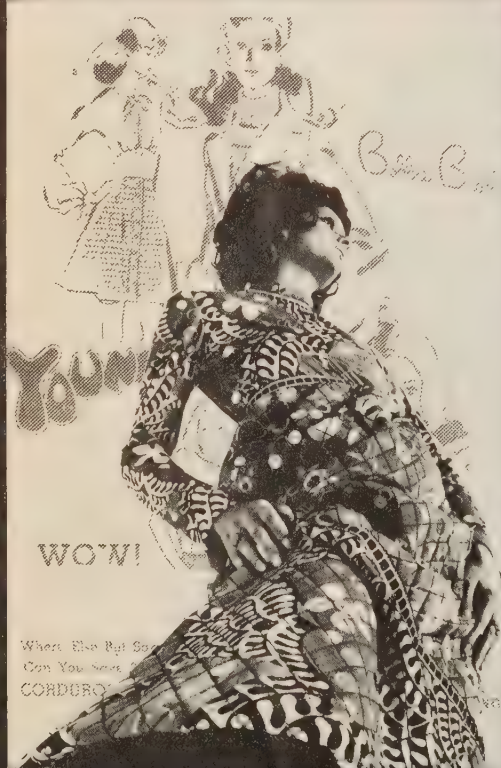
Fashion may change daily but the Courier-Express remains consistent. 37 years of fashion leadership in Women's clothing and 38 years in Men's clothing make the Courier-Express a fashionable leader. The Courier-Express has consistently carried the bulk of advertising placed by Women's and Men's clothing stores in this market.

THE FASHIONABLE ONE . . .

# Courier-EXPRESS

795 MAIN STREET  
BUFFALO, NEW YORK 14240

Represented Nationally by:  
Cresmer, Woodward, O'Mara & Ormsbee, Inc.





# **How do you select the right Philadelphia newspaper to carry your advertising?**

## **DO YOU GO BY CIRCULATION COVERAGE?**

No matter what part of the market you want most, The Bulletin delivers it. . .with more circulation in the city, in the rich suburbs, in the entire 14-County Greater Philadelphia/South Jersey area. If circulation coverage means most to you, remember this: The Evening and Sunday Bulletin has the largest 7-day total circulation of any Philadelphia newspaper.

## **DO YOU GO BY EDITORIAL ENVIRONMENT?**

Like a newspaper respected by professionals? The Evening and Sunday Bulletin is the only Philadelphia newspaper to receive a Pulitzer Prize for journalistic excellence. In fact, it has won two of them. With the biggest news-gathering staff and more than 40 columnists, The Bulletin gives its readers more news, more varied opinion, than any other news medium in the market.

## **DO YOU GO BY ADVERTISING LEADERSHIP?**

Do you prefer the newspaper that most advertisers turn to for results? Retailers and local business firms, as well as national advertisers, place more DISPLAY advertising in The Evening and Sunday Bulletin than in any other Philadelphia newspaper. And in 1971, based on figures from our Statistical Department, The Bulletin topped all other Philadelphia newspapers in TOTAL advertising.

**ANY WAY YOU LOOK AT IT...**

# **The Evening and Sunday Bulletin**

**...COMES OUT FIRST!**



# Guild wins case for unearned OT and expense pad

A trial examiner of the National Labor Relations Board has ruled that the *Newark (N.J.) News* committed an unfair labor practice when it cut off unearned overtime and surplus expense allowances of newsroom employees without discussing its action with the Newspaper Guild.

The examiner's report, subject to an appeal to the Board and the courts, recommended that the *News* be ordered to reimburse the employees, with interest, for "losses" they suffered last year, from March, when the cuts were made, to May 26, when the Guild members went on strike. The *Evening News*, owned by Media General Inc. of Richmond, Va., hasn't published since the walkout.

According to the North Jersey News Guild, the elimination of overtime and expense payments affected about 110 *News* employees, mostly reporters and photographers, and cost them about \$53,000 in income.

The examiner's report noted that much of the overtime claimed by the employees had never been worked and much of the expense allowances were not incurred. Media General inherited these special compensation arrangements when it pur-

chased the *News* from the Scudder family and other stockholders.

According to testimony in the NLRB proceedings, it was an accepted custom for employees to be guaranteed payment of a certain number of hours of overtime. One member of the staff explained that he had a guarantee of four hours overtime and if he worked six hours overtime he was paid for six hours, but if he worked only two hours overtime he was paid for four hours. On one occasion when he was absent all week he was still paid four hours of overtime.

## 'Offensive to morality'

The company argued in its brief that there were so many different arrangements it could not have bargained meaningfully as to each one. The company termed the expense and overtime allowances as "thievery" and so offensive to morality that there was no duty to bargain about them.

Examiner Frederick U. Reel agreed with *News* manager Bruce Mair's remarks that the presentation of an inflated expense account is "demeaning" or "degrading," but, he added:

"If we are to embark on a discussion of morals, is it a higher morality to fix starting wages so low that one can attract employees only by offering them the opportunity to pad expense accounts, or to permit an employer suddenly to pocket a raise he had previously given in the guise of guaranteed overtime?"

The examiner suggested that failure of the employees to report the "expense"

overpayments as income might be a matter of interest to the tax authorities.

The *News* and the guild reached agreement on a new contract in mid-November that calls for top minimums of \$220 a week for reporters and \$170 for photographers, but the date for resuming publication of the evening paper has not yet been set due to continuing negotiations with craft unions.

In September, the *Star-Ledger*, a Newhouse newspaper, purchased the *Sunday News* and it is being published in the *Star-Ledger* plant. The arrangement also called for the *Star-Ledger* to print the *News* on weekdays.

Many news staffers have gone to other employment and a small group has been recalled to work. Reduction of staff was one of the key issues in the contract dispute that led to the strike.

Mair told E&P this week that the *Evening News* will reappear in its pre-strike format, with content similar to what it carried, within about two weeks after union agreements have been settled.

## Named to Florida paper

Recent appointments on the Freedom Newspapers include: Archie Shamblin, political writer for the *Santa Ana (Calif.) Register*, to managing editor of the *Panama City (Fla.) News-Herald*; George Prothro, former managing editor of the *Clovis (N.M.) News-Journal*, to city editor of the *Panama City News-Herald*; George Baxley, state editor.

## ERIE TIMES AND NEWS DELIVER HIGHEST SMSA AND ADI PENETRATIONS AT LOWEST CPM DAILY AND SUNDAY

### An ideal combination for an ideal test market

Erie newspapers have much to offer. High penetration at low cost. A recognized test market. One of the newest and largest completely offset newspaper printing plants in the nation. We accept and produce inserts for distribution with our newspapers. There's more we can tell you. So write for additional information on the Top Salesman in Pennsylvania's fastest growing major market.



### ERIE MORNING NEWS ERIE DAILY TIMES *Erie Times-News*

TIMES PUBLISHING CO.  
12th & Sassafras Sts., Erie, Pa. 16501  
Represented by Story & Kelly-Smith, Inc.

## SMSA

### ERIE COUNTY

EBI.....	\$798,684,000
TRS.....	444,678,000
TOURISM.....	70,000,000
Daily Penetration	88.2%
Sunday Penetration	84.3%

## ADI

### ERIE AND CRAWFORD COUNTIES

EBI.....	\$1,035,003,000
TRS.....	590,670,000
TOURISM.....	70,217,000
Daily Penetration	75.9%
Sunday Penetration	78.9%

Source: Circulation '71, Sales Management, 1971, Greater Erie Chamber of Commerce, Crawford County Tourist Association.



Kodak

**Better mechanicals—  
50 minutes quicker,  
40% cheaper**

It used to take an hour or more for the photographic steps in preparing mechanicals.

With our new filmless Photo-mechanical Transfer Process (PMT), it now takes about ten minutes. And materials cost up to 40% less.

And since the addition of the new KODAK PMT Gray Contact Screen to the system, screened prints have a better tone scale than ever before. You'll see an astonishing improvement in halftone quality, especially on soft stocks with low-viscosity inks.

Judged on the basis of repeatability, ease of use, and the quality of the printed results, the PMT Process is a real breakthrough. Top it off with a cost reduction and a major saving in time, and you have something that's got to be investigated. Let your dealer or Kodak TSR demonstrate that in copy preparation, too, confidence is something you can buy.

Thank you for taking the time to read this advertisement.

**Kodak PMT Materials**



# Promotion

By George Wilt

## HAT TRICK

If you've ever been to Buffalo in the winter, you know that they don't have much of a problem keeping ice on the skating rinks. Hence, it's not surprising that ice hockey goes over big in Buffalo, even if the Sabres, the local entrant in the National Hockey League (East) is safely ensconced in next-to-last place.

But the *Buffalo Evening News* scored the promotional equivalent of the "hat trick" when they sponsored an open practice session of the Sabres, including a clinic for kids and a shot-making demonstration.

The event, the first of its kind in Buffalo, was promoted with three days of in-paper ads on the sports pages, and news stories announcing the promotion.

The session drew a near-capacity crowd of 14,800 fans on Tuesday, morning, December 28, in Buffalo's War Memorial Auditorium. Admission was free, but a ticket was required. Readers obtained the tickets by sending a stamped, self-addressed envelope to the News, with a limit of four tickets per request.

Request for tickets were received in such great numbers that on the Wednesday following the announcement—two weeks before the hockey session—the News ran another ad, stating that requests exceeded the 15,000 seats available, and that no more could be accepted.

The "sold-out" announcements were relayed to area radio and television sports commentators, to stop the deluge of mail.

No seats were reserved. The fans—to get best seats—started lining up at the doors at 7 a. m. for the show scheduled to start at 10:30 a.m.

Although the show was scheduled in the middle of the Christmas vacation period, several groups of students arrived in school and chartered buses.

The show included a regular Sabres practice session, with narration by Dick Darling, the Sabres radio game announcer. The practice session was topped off by a rugged 20-minute squad scrimmage and an exciting penalty-shot contest, both which were narrated by the game announcer from rinkside.

A short-making clinic followed, with Buffalo area kids joining the Sabres on the ice for personalized instruction and demonstrations.

The practice was televised live by WNED-TV, a public tv station, and repeated the following Friday. Narration of the entire show was provided by a professional hockey announcer and a Buffalo Sabres official.

The open practice session will be an annual event sponsored by the Buffalo Evening News, according to Joe Cardina, promotion manager.

\* \* \*

**ACTION LINE**—Editors of reader service columns like Action Line will want to be included in the 1972 edition of a booklet published by the Action Clearinghouse. It lists the names and phone numbers of their counterparts on papers throughout the U.S. and Canada.

Action Clearinghouse is a voluntary association of reader service column editors who cooperate in problem solving, and was originated in 1968 by the *Miami Herald*.

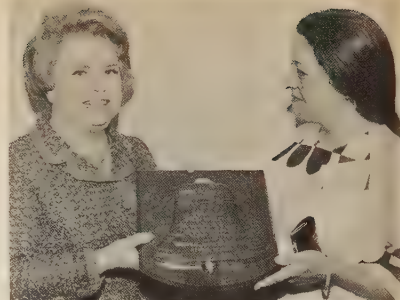
If you would like to list your column in the next edition of the Action Clearinghouse directory, send the name of your paper, name of column, your name and title, address and phone number to Anne Baumgartner, Action Line Editor, Miami Herald, One Herald Plaza, Miami, Fla. 33101.

\* \* \*

**100th ANNIVERSARY**—The first two in a series of broadsides announcing the 100th Anniversary Souvenir edition of the *Passaic-Clifton* (N.J.) *Herald-News* feature strong contemporary art. The anniversary edition is the first major promotion in a year-long celebration. The issue is set for publication Tuesday, February 1. For a copy of the broadsides, write to Rosemarie Maio, promotion manager.

\* \* \*

**BIG BUCK**—Some states are famous for their tall fishing tales, but in Vermont, it's the deer that come big. The *Burlington* (Vt.) *Free Press* makes bagging the large ones worth money by sponsoring Big Buck contest. This year, the winner with the heaviest buck earned \$136 for a 272-pound deer (dressed) and the one with the most number of points (11) received a check for \$110 from the Free Press. Coincidentally, both prize-winning deer were shot in the same small



**ACCEPTABLE**—Amy Vanderbilt, the etiquette columnist, presents the Mental Health Bell Award of the National Association of Mental Health to Mrs. Murry Engle, Honolulu Star-Bulletin feature writer. Miss Vanderbilt is chairman of the awards committee.

town of Norton on the Canadian border in the northeastern corner of Vermont.

\* \* \*

**RE-CYCLING**—The *Quincy* (Mass.) *Patriot Ledger* has published four different in-paper ads, ranging from a quarter-page to a five-column-full with color, promoting the Patriot-Ledger's role in recycling of newsprint. The ads feature the newly-designed symbol for recycling used in many industries.

\* \* \*

**NEWSPAPERBOYS ON THE AIR**—Mark Finley, Hearst Newspapers promotion manager in New England has taken over production reins on the long-time Newspaper Boys of the air-WEZE, show since the recent death of his associate, Tommy Shulman. Finley, a former Hollywood TV promoter (Mutual Don Lee) and *Los Angeles Times* reporter, now promotion manager for the *Boston Record-American-Sunday Advertiser*, is revamping the Sunday morning half-hour into a variety format with guest spot open to visting personalities.

\* \* \*

**YOUR DOLLAR'S WORTH**—The *Minneapolis Star* used a series of in-paper ads, and a tabloid pre-print using colored stock to promote a consumersim series, "Your Dollar's Worth." The series covered buying a variety of items, from eyeglasses to hamburger, and repair of household items, also tips on how to pick a lawyer, what to look for in household insurance, and what the combination should be in a package of mixed nuts.

## In Saigon for ABC

Kevin F. X. Delany has been named ABC News Saigon bureau chief, it was announced by Elmer W. Lower, president of ABC News. Delany joins ABC News after serving as a newspaper reporter and columnist, six years as a national and foreign correspondent for radio and television, and as a Peace Corps representative in Southeast Asia. He first served as a reporter and television columnist for the *New York World Telegram & Sun* from 1955 through 1957 after receiving a Master's degree in Journalism at Columbia University.

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The South Middlesex News does.

**DYNAMIC CIRCULATION**

16-J-601 North Black Horse Pike, Williamstown, New Jersey 08094

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(609) (Southern New Jersey) 659-5538; (203) (Connecticut) 278-5603

# IF YOU THINK YOUR CAR INSURANCE COSTS TOO MUCH AND PAYS TOO LITTLE— ÆTNA AGREES.

## We think "No-Fault" is better for everyone.

Today, "no-fault" auto insurance is a live issue in most state legislatures. The U.S. Department of Transportation supports it. We support it. And we think you should support it because the public deserves better than the present system can deliver.

A complete "no-fault" law means an end to the time-consuming and expensive procedures needed to settle accident claims today. It eliminates the need to establish fault before the other party's insurance can reimburse you. And it eliminates the delay and expense of lawsuits.

Under "no-fault" each person injured receives a prompt fair settlement from his *own* insurance company—for actual medical costs, wage losses and property damage. *Determining fault is expensive, and time-consuming—with- out it costs can be lower and payments quicker.*

From the start, Ætna Life & Casualty has been a staunch supporter of "no-fault." We think it is a basic answer to a major public concern.

First, because it seems completely reasonable that a company should reimburse its own auto insurance policyholders in the same way that fire, life, health and many other types of protection are handled.

Second, because we know that "no-fault" is an effective method of controlling rising auto premiums. In Massachusetts, where a "no-fault"

law is in effect, rates have been substantially reduced.

Third, because we think the present system is unjust. We're in a position to see the inequities. When that system pays benefits for only 45% of those killed or seriously injured, we think it's time for a change.

That, at least, is Ætna's opinion. You may arrive at a different one. But we'd like you to make up your mind from a full understanding of what genuine "no-fault" is, and how it works.

We've prepared a booklet called "The Case for No-Fault," which will help you do just that.

We suggest you read it, make your own decision, and speak out. Let your legislators and others know where you stand. You can help solve a major public issue.

OUR CONCERN IS PEOPLE



Ætna Life & Casualty, Dept. D-A  
Hartford, Conn. 06115  
Gentlemen:  
Please send me a copy of "The Case for No-Fault."

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

EP



On matters of the Church



the Catholic Almanac is all you need

But no one told Bob.

The Catholic Almanac is revised and updated annually. It has practically any current fact or figure you need to know about Catholicism. There is a glossary of terms and a complete history of the Church in the U.S., Canada, and the world.

The Catholic Almanac also features statistical tables that break down the Catholic population in a variety of ways. It also records important news events of the Church and the effect that each event had or will have in the future.

But no one told Bob. So he's checking out reference books by the armload.

The 1972 Catholic Almanac has 704 pages of pertinent Catholic facts squeezed between two covers. And the easy to use index makes it almost impossible NOT to find the information you seek.

In fact, we daresay that it's the most complete one-volume encyclopedia of Catholic facts and information. There is no other book like it. Anywhere.

Bob, are you listening?

**OUR SUNDAY VISITOR, Inc.**  
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Please send me the 1972 Catholic Almanac:

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☐ Please enter the above as my standing order to be sent each year as published.

Payment enclosed \$ \_\_\_\_\_  
(we pay postage and handling)

☐ Bill me if \$5.00 or more  
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City \_\_\_\_\_

State/Prov. \_\_\_\_\_ Zip \_\_\_\_\_

EP

## S-H appoints Eary to production post

Ralph E. Eary, 42, production manager of the *Rocky Mountain News*, Denver, since 1965, has been named production director of Scripps-Howard Newspapers. His appointment was announced by Edward W. Estlow, general business manager of Scripps-Howard.

Eary succeeds Ronald A. White, who will become vice president/production of Gannett Company Inc.

Born in Charleston, W. Va., Eary attended Morris Harvey College there, as well as West Virginia University and the University of Miami in Florida. He started into newspaper work in 1949 in the composing room of the *Charleston* (W. Va.) *Daily Mail*. In 1954, on return from three years' duty with the United States Air Force, he joined the composing room staff of the *Miami Herald*.

In 1962, he was named composing room manager of the *Herald*, and in 1963, assistant mechanical superintendent. Two years later he joined the *Rocky Mountain News*.

Eary, who is succeeded as production manager at the *Rocky Mountain News* by Larry Strutton, will have his office in Cincinnati. He is a member of the ANPA/RI Production Management Committee.

JOHN BOTT, city editor of the *New York Post* for 17 years before he joined the *Santa Fe New Mexican* as executive editor a year ago, has been named editor of that newspaper. He replaces JACK SITTON, who left to be editor of the *Farmington* (N.M.) *Times*.

M. BYRON WOMACK—from vicepresident and secretary-treasurer to executive vice-president and general manager of the *Houston Post Co.* He started working for the *Post* in 1948 in the accounting office.

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You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation . . . up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U.S. offices which is nearest you. Write **Employers Reinsurance Corp.**, 21 West 10th, Kansas City, Missouri 64105. Other U.S. offices: New York, San Francisco, Chicago, Atlanta.



Ralph Eary

FRANCIS STILEY, an Associated Press staff writer for 20 years before going into public relations work two years ago, has joined American Can Company as New York public relations manager.

MARTIN J. CONE—from controller to business manager of the *Pottstown* (Pa.) *Mercury*.

MERLE E. TEMPLE, in newspaper business for 43 years, retired from the advertising sales staff of the *Kansas City* (Mo.) *Star*. For several years he and his wife published the weekly *Anita* (Iowa) *Tribune*, after which he worked for the *LaPorte* (Ind.) *Herald-Argus*. He became an account executive at the *Star* in 1966.

ROY F. LOVELL—from general manager to publisher of the *Milford* (Mass.) *Daily News*. He has been business manager and advertising manager in his career with the *News* since 1951.

BILL BAKER—from Sunday editor to assistant managing editor of the *Detroit Free Press* . . . DAVID DOLSON, now Sunday editor . . . RICHARD CHEVERTON, editor of *Detroit* magazine.

JOHN J. KNUDSEN, art director of Compassion magazine, has joined the *San Diego* (Calif.) *Union* as political cartoonist, succeeding BOB STEVENS, who went into commercial art work.

JAMES H. BEAUMONT, former *Des Moines Register* reporter and copy editor—now research director of the Illinois State Chamber of Commerce.

TONY CONSTANTINE, sports editor of the *Morgantown* (W.Va.) *Post* for 35 years—retired.

WALFORD (BUDDY) LEWIS, *Chicago Daily News* reporter for 47 years, assigned to Police Headquarters since 1929—retired at 65.

TOM BRANDT—from the *Coral Gables* (Fla.) *Times-Guide*, where he was a reporter, to the *Miami Beach Sun-Reporter* as managing editor.

WILLIAM BROWER—promoted from news editor to an assistant managing editor of the *Toledo Blade*. He has been a member of the staff since 1947 . . . DONALD MICHALES, chief of copy desk, to news editor.

DON PILETTE—from telegraph editor to assistant national editor of the *Detroit News*.

EDMUND E. SMITH—from publisher of the *Greenville* (O.) *Advocate* to publisher of the *Austin* (Minn.) *Herald* in the Thomson group. Smith previously worked in the *Herald's* advertising department.

HENRY G. DODS, production and research manager for the *Morning Telegraph* (New York), retired after 51 years of service. He began as a copyboy.

# n the news



Gabe Parks



Jack Holley

## Omaha World-Herald fills editorial posts

The *Omaha World-Herald* has announced several changes in its news department:

—News Editor Gabe C. Parks, *World-Herald* staffer for 25 years, takes on additional responsibilities, following the retirement of Hugh A. Fogarty, managing editor. Parks will be responsible for the timing and positioning of news and pictures in evening editions. He will also assist executive editor Louis G. Gerdes.

—Jack Holley, acting city editor for eight months, becomes city editor.

—G. Woodson Howe, who was city editor, will continue as administrative assistant to Harold W. Andersen, president.

—Al Pagel becomes an assistant city editor. He rejoined the *World-Herald* last year after a stretch as science writer for *Miami Herald*.

—Larry Novicki, who was night chief copy editor, becomes an assistant news editor.

ROBERT P. LAMBERT—from UPI manager for New Hampshire at Concord to news editor for Connecticut at Hartford.

JOHN K. MILNE—from Boston bureau at Concord.

JOHN H. SULLIVAN, former New Jersey newspaperman, public affairs officer for Navy's Military Sealift Command—elected president of the Northern Virginia Press Association.

CHRISTIAN R. HOLMES IV, a former *San Francisco Examiner* reporter, has received Soldier's Medal for heroism in trying to rescue a woman who jumped off the Golden Gate Bridge. Holmes is a state legislative aide.

DOUG HARMON—promoted to circulation manager of the *Regina* (Sask.) *Leader-Post* to succeed ADAM THOMSON, circulation manager for 25 years, who has retired. Harmon was a *Leader-Post* carrier for about two years before joining the circulation department staff.

W. W. ORCUTT, managing editor of the *Greenville* (Tenn.) *News-Sentinel* for 22 years and associate editor the past three years—retired.

EDITOR & PUBLISHER for January 15, 1972

ROBERT STRAWN, Paddock Publications photographer—elected president of Illinois Press Photographers Association.

KENNETH STRACHAN, former managing editor of the *Financial Times* of Canada—to editor of the *Brantford* (Ont.) *Expositor*. He has worked for the *Stratford Beacon Herald*, *Ottawa Journal* and *Ottawa Citizen*.

LEWIS P. FONS, formerly general manager of the *Tioga Publishing Co.* at Owego—named managing editor of the *Wellsville* (N.Y.) *Daily Reporter*. MRS. BERTHA TUTTLE, who retired as managing editor, continues on the Reporter staff.

JOHN NEWHOUSE, *Wisconsin State Journal* reporter, and FRED MILVERSTEDT, *Capital Times* sports columnist, received the top honors in the Madison Newspapermen of the Year Awards.

RICHARD A. MYERS—promoted to general manager of the *Danbury* (Conn.) *News-Times*. He joined the *Ottawa* paper as advertising manager and promotion director in 1968 from *Quincy* (Mass.) *Patriot Ledger*.

MRS. LOUISE N. MAZOROL—named chief librarian at the *Charleston* (S.C.) *News and Courier* and *Charleston Evening Post*. She succeeds MRS. LOUISE N. LEGETTE, who resigned to become chief librarian at the *Tampa* (Fla.) *Tribune and Times*.

HERMAN F. TRASMONDI, advertising director of the *Camden* (N.J.) *Courier-Post*—elected president of the board of directors of the Better Business Bureau of South Jersey.

DAVID R. PALMER, formerly publisher of the *Globe* newspapers in Fairfax, Virginia—named general manager of the *El Dorado* (Ark.) *News and Times*. He has had experience in New York public relations and advertising firms.

ROBERT B. BOND—from city editor to news editor of the *Wooster* (O.) *Daily Record*, succeeding DONALD GREEN, who goes to the *Gallup* (N.M.) *Independent* as managing editor. ELINOR N. TAYLOR—to city editor of the *Record*. JAMES B. SMITH—from entertainment page editor to assistant city editor. Bond is a former chief photographer at the *Record*.

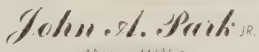


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## Alfred Friendly ends his J-career at 60

The retirement of Alfred Friendly, closing out a 35-year career in journalism, has been announced by the *Washington Post*. He was 60 years old December 30, 1971.

After a decade as managing editor of the *Post*, topping earlier service as reporter and columnist, Friendly moved to a London base from where he covered numerous assignments abroad. His coverage of the Arab-Israeli six-day war of 1967 abroad, won a Pulitzer Prize for international reporting.

Chalmers Roberts, *Post* reporter, recalled in his story of Friendly's retirement that Friendly achieved early recognition as the only copy boy ever to come to work in his own Packard.

Friendly, born in Salt Lake City, graduated from Amherst College in 1933, Phi Beta Kappa, and got a job in the Bureau of Foreign and Domestic Commerce in Washington but lost it because of his age, whereupon he took a job at the *Washington Daily News*. He started a column for government employes that attracted the attention of the *Post*. In April 1939 he began writing *Federal Diary* in that newspaper.

As managing editor, Friendly pushed for development of worldwide reporting by *Post* staffers at a time when the paper had the reputation of being "willing to cover any international conference in the first taxi zone" (as Ferdinand Kuhn put it).

Friendly became the *Post's* roving correspondent in 1966. In retirement from journalism his friends expect he will devote more attention to his chief hobby, archeology, with residence in Turkey.

TOM SCHUMAKER—from managing editor to director of personnel and community relations for the *Bloomington* (Ind.) *Herald-Telephone* . . . JEFF SMITHBURN—from city editor to managing editor . . . RIC MANNING—from reporter to city editor.

RICHARD C. BORGH, formerly with the ANPA Research Institute, Gannett Newspapers, Louisville newspapers and Field newspapers—named general manager of the *Mcomb* (Mich.) *Daily* in the Panax organization.

HENRY J. FREITAS—from city circulation manager to circulation manager for the San Francisco Newspaper Printing Co., agent for the *San Francisco Chronicle* and *San Francisco Examiner*. He succeeds FRANK E. HOWARD, who retired.

SCOTT C. SCHURZ—elected president of the *Herald-Times* Inc., parent corporation for the *Bloomington* (Ind.) *Herald-Telephone* and *Bedford* (Ind.) *Times-Mail*. Other officers are: WILLIAM B. SCHRADER, vicepresident; WARREN G. WHEELER JR., secretary; JAMES G. YOUNG, treasurer; PAUL R. KERN, assistant treasurer.

JOHN L. ROUSE—from assistant city editor of the *Meriden* (Conn.) *Morning Record* to editor of the *Prince Georges* (Md.) *County News* and *Bowie* (Md.) *News*.

LONNIE R. NIXON—named business manager of the *Longmont* (Colo.) *Daily Times-Call* and its related publications, *Loveland Daily Reporter-Herald* and *Berthoud Bulletin*, weekly.

ANTHONY J. WHYTE—named editor, and JANET SONNEN, society editor, of the *Woodburn* (Ore.) *Independent*.

CHARLES R. HILTY—promoted to managing editor of the *Bloomington* (Ill.) *Pantagraph*, succeeding CHARLES DRIVER, now executive editor after 44 years service with the paper.

J. FRED SERROT JR., assistant to the publisher of the *Fullerton* (Calif.) *News Tribune*—elected a vicepresident of the Fullerton Publishing Co. He has worked for the paper since 1956.

LYLE D. COPMANN, a career foreign service information officer who was a reporter for the *Omaha World Herald* and *Holdenville* (Okla.) *News*, has been appointed assistant director in charge of press and publications of the U.S. Information Agency.

JOHN F. AYRES, editor and executive editor from 1937 to 1971—now editor emeritus of the *Port Arthur* (Tex.) *News*. His career spans 46 years with the *News*.

AL D. TRAHAN, auditor, comptroller and business manager of the *Port Arthur* (Tex.) *News* since 1928—retired.

## Ottaway appointments

The promotion of Thomas E. Purcell to assistant vicepresident of Ottaway Newspapers, Inc., has been announced by James H. Ottaway Jr., president.

Purcell has been production director of the 10-newspaper group since 1970.

Ottaway announced two other personnel changes:

Roy T. Meyer, internal auditor, to assistant treasurer.

Peter E. Hartley, classified advertising manager of the *Cape Cod Standard-Time* at Hyannis, Mass., to the Campbell Hall, N.Y., headquarters of the group as administrative assistant.

Hartley succeeds Philip G. Daniels who is retiring after service as national advertising director for Ottaway from 1955 until 1971 and one year as administrative assistant.

RICHARD FOLWELL, formerly a reporter for the *Saratoga Springs* (N.Y.) *Saratogian*—now on the staff of the *Hartford* (Conn.) *Times*.

HARRY YOUNG, longtime advertising director of the *Marion* (Ind.) *Chronicle-Tribune*—retired.

BEN E. MIZEL, a member of the advertising sales staff of the *Youngstown* (O.) *Vindicator* since 1935—retired.

DON GUNN—from manager of special sales to retail advertising manager of the *Detroit Free Press*.

MICHAEL A. LOVETTE—from retail sales staff to advertising director of the *Mansfield* (O.) *News Journal* . . . WILLIAM C. GRAHAM—to retail advertising manager . . . RALPH POSTLETHWAITE, formerly retail manager—now heads an advertising sales office for Horvitz newspapers in Cleveland.

ORREN B. ROBBINS—from administrative assistant to assistant general manager of the *Plattsburgh* (N.Y.) *Press-Republican*. He is a former retail advertising manager at the *Cape Cod* (Mass.) *Standard Times*.

TERRY ST. PETER, formerly public relations director for Ricker College—to the *Bangor* (Me.) *Daily News* as assistant bureau chief at Presque Isle . . . MAUREEN S. WILLIAMS—from the *Bangor* staff to chief of bureau at Hancock . . . DENNIS A. MILLS returns to the home staff.

GRANT A. BURNETT—from *Chicago Tribune* advertising sales force to the New York advertising staff of Scripps-Howard Newspapers.

JAMES C. MILLHOUSE—from news desk to assistant managing editor of the *St. Louis Post-Dispatch* for special projects . . . WILLIAM BRANSTED, editor of *Pictures* magazine—to news editor. SELWYN PEPPER, features director—to supervisor of magazines. THOMAS B. NEWSON, editor of *Pictures*. MRS. JUAN FOSTER DAMES, editor of *Everyday* and women's editor.

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## NEWSPAPER-READING

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... at the rate of \$4,855,471,000 every week. That's \$128 for every one of New England's 3¾ million households in six states where daily newspapers average no less than 71% home coverage. At least one local daily newspaper goes into 93% of New England homes.

### Take a look at these figures:

	Income	Retail Sales	Food Sales
MAINE	\$ 3,516,225,000	\$ 1,861,280,000	\$ 477,345,000
NEW HAMPSHIRE	3,050,140,000	1,617,997,000	419,154,000
VERMONT	1,775,969,000	1,031,412,000	242,600,000
MASSACHUSETTS	27,418,410,000	12,301,905,000	2,855,647,000
RHODE ISLAND	4,272,483,000	1,823,992,000	428,253,000
CONNECTICUT	16,800,105,000	6,611,867,000	1,584,492,000

## Advertising gets results in these leading New England newspapers:

### CONNECTICUT

Bridgeport Post-Telegram (M&E)  
Bridgeport Post (S)  
Bristol Press (E)  
Hartford Courant (M)  
Hartford Courant (S)  
Hartford Times (E)  
Hartford Times (S)  
Meriden Record & Journal (M&E)  
Middletown Press (E)  
New Britain Herald (E)  
New Haven Journal-Courier (M)  
New Haven Register (E&S)  
New London Day (E)  
Norwich Bulletin (M&S)  
Waterbury American (E)  
Waterbury Republican (M&S)

### MAINE

Bangor Daily News (M)  
Maine Sunday Telegram (S)  
Portland Press Herald (M)  
Portland Express (E)  
Boston Globe (M&E)  
Boston Globe (S)  
Brockton Enterprise & Times (E)  
Fall River Herald News (E)  
Fitchburg Sentinel (E)  
Gardner News (E)  
Lynn Item (E)  
New Bedford Standard-Times (E&S)

### RHODE ISLAND

Pawtucket Times (E)  
Providence Bulletin (E)  
Providence Journal (M&S)  
Woonsocket Call (E)

### MASSACHUSETTS

North Adams Transcript (E)  
Pittsfield Berkshire Eagle (E)  
Springfield Daily News (E)  
Springfield Union (M)  
Springfield Republican (S)  
Taunton Gazette (E)  
Waltham News Tribune (D)  
Worcester Telegram (M-S)  
Worcester Gazette (E)

### NEW HAMPSHIRE

Manchester Union Leader (AD)  
Nashua Telegraph (E)

### VERMONT

Barre-Montpelier Times-Argus (E)  
Burlington Free Press (M)  
Rutland Herald (M)





# Newspictures in Idaho

By David R. Frazier

The wilds of Idaho present a cross between the pioneer spirit of the 1800's and the tourist spirit of the 1970's for news photographers working in the area.

A shovel, ax, and bucket are standard equipment in the trunk of the car when you figure on working in desert sand, mountain roads clogged by fallen trees, and high mountain passes that cause radiators to boil at much less than 212 degrees at 8,000 feet elevation.

These same elements also offer scenic pictures. It is an old trick in this area to sell an editor on a routine picture by taking it in a scenic setting.

After spending more than four hours riding a snow-blower to the top of a mountain to shoot pictures of a radar site in 10 feet of snow, it's more than disappointing to find 40 m.p.h. winds are whipping snow to zero visibility—eliminating the chance for exterior photos.

But a ride on a forest service "smoke jumper" plane can make up for the previous winter chills. Both the view from the tail door and the prints in the developer can be exciting.

It is also possible to integrate fun and work. Once in a great while you can exchange a camp day for a mountain hiking story at hidden lakes at high altitudes. (The trout taste great over an open fire.)

Then there are the day-to-day shots of such characters as sheepherders munching a hand-rolled cigarette while leaning on a fence post—with mountains in the background of course!



Sheepherder near Cascade, Idaho.



**DAVID R. FRAZIER** is chief photographer of the Idaho Statesman, Boise. He is 25 years old; a former police reporter for the Ypsilanti (Mich.) Press and Army photographer in Vietnam.



Smoke jumper—before his chute opened

(All photos by David R. Frazier)

Hard Creek Lake—full of trout.



## A better kind of 2¼

There are two kinds of 2¼-square cameras. TLR and SLR. A 2¼ SLR can cost you as much as \$900 for just the camera with one lens. A Mamiya TLR will do just about anything the SLR can do, several things the SLR can't do, and costs under \$350 with one lens.



6mm Wide-Angle Lens

*Think about it. You can have a Mamiya Automatic C330 TLR with wide angle, normal and telephoto lenses for up to \$200 less than an SLR with one lens!*

But, money isn't everything. There are some greater reasons why a Mamiya TLR would be a better kind of 2¼ even if it cost more. Like continuous viewing. The big, bright ground glass image is never interrupted, even for an instant. You know exactly what's happening while you're actually taking the picture.

And reliability. And quietness, and lightness. The mechanism it takes to raise and lower a mirror and to close and reopen a lens dia-

phragm is complex, noisy and heavy. A Mamiya TLR doesn't need any of it.

And handling speed. One forward swing of the big, rugged crank readies the C330 for the next exposure.

And shape. Most people find that the vertical shape of the Mamiya TLR is more comfortable, natural and steady to hold than the necessarily horizontal shape of an SLR. Try it and see.

Mamiya optical quality is as legendary as the rugged reliability of Mamiya TLR cameras. There are seven interchangeable TLR lenses: 55mm f4.5, 65mm f3.5, 80mm f2.8, 105mm f3.5, 135mm f4.5, 180mm f4.5 and 250mm f6.3. Each is as economical as the camera. For instance,

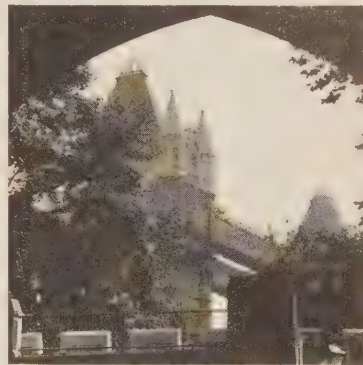


80mm Lens

the 105mm is under \$140, and even the 250mm is under \$250. And each is mounted in a full M-X synchro shutter.

What's more, every Mamiya lens is a closeup lens without requiring

attachments, because the camera has its own built-in extension bellows. Just keep focusing, right down to a few inches away with most lenses; flip up the built-in



180mm Telephoto Lens

magnifier to assure critical sharpness. An ingenious parallax-correcting device built into the C330 is adjustable for each lens.

The complete Mamiya TLR system also includes interchangeable finders (prism, Porro for eyelevel viewing, CdS Porro and magnifying hood), six focusing screens, grip holders and pistol grips.

And if you're really on a tight budget, the Mamiya C220 provides most of the same capabilities yet costs under \$250 with 80mm f2.8 lens. See both Mamiya TLR cameras at your dealer, or write for details. Ehrenreich Photo-Optical Industries, Inc., Garden City, New York 11530. ☐

Prices subject to change without notice.

# Mamiya TLR



# Porch delivery is monitored by a 'mystery man'

Is there or is there not a "mystery man" working for the circulation department of the *Long Beach (Calif.) Independent Press-Telegram*?

Circulation director W. J. Morrissey says in his carrier boy promotion there is, but he doesn't give his boys many details, for obvious reasons. The flyers given to carriers indicate a "mystery man" is watching their work, although it may be several district men—the object being to have the boys put every newspaper on the subscriber's porch.

This campaign informs the boys that if a paper is on the porch next to the door a boy receives two show tickets. If the paper is on the porch he gets one show ticket.

If a route is found to be late, the paper on the lawn, damaged or soiled in any way, the district supervisor is notified and the boy is personally contacted about his service.

Spot checks are made by pulling names at random and calling the subscribers.

Morrissey said that because of the highly competitive area the *Independent Press-Telegram* is in it was decided to wage a vigorous drive to improve service by porching the papers. He said this service is unique in Southern California home delivery.

The circulation department is following up closely to determine the results. It has been determined that approximately 90 percent of the I P-T papers are now porched in comparison with less than 50 percent when the campaign started. Also, since the campaign started calls to the office concerning poor service have been reduced by 30 percent.

Some type of promotion will be continued on porch delivery when the present material is exhausted, Morrissey said, for it is believed the circulation department is on the right track.

The "mystery man" rides different routes, watching how papers are delivered. The boys are urged to keep on the lookout for him but the element of mystique is that he may be anyone of dozens of persons driving along the street in which the boy is delivering.

## on-line

By Craig Tomkinson

AFTER MENTIONING in the December 6 on-line column that the *Oakland (Calif.) Tribune* is working on a direct interface software program tying an IBM 1130 and Harris TxFt phototypesetter together, a demand for equal time came from Buz Doucette at Digital Equipment. He proudly pointed out that DEC already has a no-output-tape system working at the *Freeport (Ill.) Journal-Standard*. The system utilizes a 12K PDP-8 I (with four DECTapes, large disc and high speed line printer) feeding a TxFt. The operator has a choice of direct input or tape route through keyboard command. Freeport, Doucette said, is setting classifieds and straight matter directly and plans installation of a second interface to its back-up computer. DEC, he mentioned, has plans to gear its no-tape system to the Photon 7000, 713/100 and 713/200; the StarParts 191; Linotron 505; and "is considering using multi-interfaces for the slower range of photocomposers."

\* \* \*

BUT DID THEY HAVE TO SAY IT THAT WAY? The fact that Tal-Star has a new software program for its T1000 system hardware was cushioned by a pillow of verbiage in a recent release. Example: "The inherent flexibility and open-ended growth potential of MUST, coupled with the power and versatility of the Tal-Star T1000 System hardware provides the newspaper of today with a fully integrated system package geared to the production technology of tomorrow." MUST, if you must know, is the acronym for "Modular Uniform System for Typesetting." Sounds like a case of the cart coming before the horse. Editors panting over this column with a blue pencil get ready, here comes more: "MUST affords to the user the ability to define and select his own keyboard layouts and mark-up schemes through a single command language with multi-channel input and output (I/O) processing capability and complete device independence. These key features set apart MUST from all composition software packages developed to date." And the final paragraph which read: "MUST implementation will have a major impact within multi-property environments. Each property may now implement a single stand-

ardized composition program which, in addition to satisfying its unique requirements, will also enable complete intraproperty back-up." In between the second and last paragraphs, it was pointed out that hot-metal output will put all linecasters a-humming (to paraphrase) and will support standard and high-speed CRT-based photocomp units. A tapeless drive is also available. Special routines for wire service stripping and justification can be had for handling straight matter. It also handles, (we're still relying on what the release said) display and classified advertising functions. Translations are available from John McBride, at Tal-Star in Hightstown, N.J.

\* \* \*

WHO WANTS TO SAVE MONEY? EVERYONE! Two money-saving ideas were given awards by the Colorado Press Association. Bob Sweeney, of the *Craig* (no relation) *Daily Press* saws newsprint stub rolls into 12 inch sections and hangs them on makeshift broomstick holders to use as paper toweling. He claims the paper is great for absorbing water and it saves the Press about \$200 a year. The *Boulder Daily Camera*, according to Jim Sevrens, cuts outside roll strippings into 17" x 22" artists' pads and sells them for 50 cents a pound. Paper roll ends wind up in 8½" x 11" pads and go for 30 cents the pound and roll ends themselves get sold for 20 cents a pound. The Camera runs house ads telling readers of the availability of the materials.

\* \* \*

HER MAJESTY'S STATIONERY OFFICE is not where the Queen of England buys her Christmas cards. It's where the world's largest single installation of Linotron 505's is found. The Office uses its four 505's for telephone book production. In all, according to Paul Chisholm, Mergenthaler's veep of domestic sales, there are now 140 of the CRT phototypesetters in plants world-wide—half in the states. 73 of the 140 are in newspaper plants including three units at the *Newark Star-Ledger*, and three at the *Washington Star*.

\* \* \*

PHOTON WILL BE ANNOUNCING, in February, the sale and installation of two of its \$125,000 CRT 7000 phototypesetters at the *Boston Globe* and a third (and more expensive 7000) at the New York Telephone Company.

## Employees buy firm

Employees of the Star-Bulletin Printing Co. Inc. of Honolulu are purchasing the firm under a stock plan arranged for them by American Trust Co. of Hawaii.

The printing company was spun off from the *Star-Bulletin* newspaper operations last May but was included in the Star-Bulletin Co. assets purchased by the Gannett Company Inc., last November.

**expand your  
market WITH  
dynamic circulation**

The Hartford Times does.

**DYNAMIC  
CIRCULATION**

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To get Dynamic Circulation for your newspaper, call us:  
(609) (Southern New Jersey) 659-5538; (203) (Connecticut) 278-5603

# Official nibble system eroding press freedom

In its 20th year of existence, the International Press Institute, based in Zurich, Switzerland, presents a gloomy review of freedom of the press around the world.

Ernest Meyer, IPI director, referred to "fragile freedom of the press" in referring to developments in 1971. He finds it hard to cheer about as one government after another has imposed restrictions on information media.

Meyer also warns of a "potentially fatal" malady more dangerous than censorship or deliberate self-censorship in the modern world.

"The will of the journalist to say what he thinks is being slowly and imperceptibly weakened," says the IPI spokesman. "Consciously or not, he writes with half an eye on the consequences to his job as a newspaperman, caught in a closing net of dependence, goodwill and outside approval, shrink in stature."

## More official statements

"Since governments and pressure groups have tasted the power of slanted information and good public relations, the press, short of the resources to pursue individual reporting is depending more and more on official statements."

"Slowly, the independence of the press being eroded on the nibble system. The press nibbles here, and nibbles there, with dependent journalists threatened with loss of their jobs, intimidated by subversive threats if they refuse to reveal information sources, with sponsors and advertisers pulling strings to make the media dance the way they wish."

"These effects of erosion can be detected in varying degrees in the countries with a tradition of press freedom forming a cornerstone to their successful democracy."

"Publishers, hard-pressed by the sheer necessities of keeping their journals afloat, can only watch with resignation. In developing countries the trend is reverse."

"Newspapers are closed down, suspended, taken over by force, publishing licenses are withdrawn, newsprint supplies curtailed, and circulation made difficult. The world contains a whole arsenal of repressive and restrictive weapons, which show how fragile is this freedom of the press which has been taken for granted in modern society."

"The self-defense reaction of the press tries with all potential dangers to its own freedom. To mount sufficient power to resist government and pressure groups is forced into ever bigger and fewer cabins—and as a corollary in most cases the number of voices and range of opinion is fast thinning out."

"Appeals by the press in some countries to government help threatens to be a dangerous expedient."

"Only a vigorous press, free of all out-

side influence and adapted to the requirement of a modern market can be effective in democracy."

Meyer says it is urgently necessary to create for the press a situation in which it can live alone: Reduced postage and telecommunications charges, cheaper newsprint—perhaps in proportion to the editorial news pages of a journal—reduced taxation or exemption, and measures which will allow the press periodically to re-equip mechanically.

# Buffalo News may occupy new home by mid-summer

Workmen have been "buttoning up" the new home of the *Buffalo* (N.Y.) *Evening News*. Now the date for completion of construction, which has been delayed by strikes, is late June, with moving day about a month later.

Huge precast panels, 22 feet high and 10 feet wide, bolted into place, form the outside wall and recessed windows accent the building's strong horizontal lines.

The building occupies a downtown site at Washington and Scott Streets through which runs an ancient drainage duct that goes to the shore of Lake Erie.

The primary contractor, Siegfried Construction Co., must co-ordinate the work of 40 sub-contractors.

Both the ground floor and top floor will be recessed, with 20-foot walkways around the perimeter of each.

Over-all outside dimensions will be 280 by 120 feet. Inside there will be 190,000 square feet of floor space, compared with 105,000 square feet in the present complex of three buildings at Main and Seneca Streets.

## Spectacular view

Visitors entering The News through the main entrance on the Washington Street side will get a spectacular view of open and glass-enclosed vistas.

They will cross a 20-foot wide walkway paved with brick and concrete and will enter a lobby that will be 40 feet wide and 100 feet deep.

A large display area will be reserved for the wall at the rear of the lobby.

Most of the office areas will be carpeted.

Lighting will be by rows of fluorescent lights set in the ceiling indentations. Heat ducts also will be recessed in the ceilings.

The library will be equipped with new filing processes and will be modernized throughout.

One part of the communications system in the new building will be a comforting survival from the past.

Pneumatic tube carriers—which seem to be as old as the concept of the city room itself—will connect the composing room with editorial and advertising offices.

# Daily to improve downtown plant

Plans for plant modernization, including installation of new press equipment, and interior remodeling of its building in downtown LaPorte, have been announced by the *LaPorte* (Ind.) *Herald-Argus*.

Photo-offset composing, camera and press facilities will be delivered and erected during the second quarter of 1972, according to a joint announcement by Len H. Small, president, and W. R. Morrish, publisher, of the 91-year-old newspaper.

It is hoped that conversion from hot metal to "cold-type" can be accomplished before August 1 when it is expected that installation of the Goss Urbanite offset press will have been completed.

The new press will contain six offset units with a capacity of 48 pages, replacing the five letterpress units.

# Foreign journalists' visits can be booked

A new service offering chapters of the Public Relations Society of America and multinational corporations an opportunity to meet with international journalists has been announced by the PRSA International Affairs Task Force headed by Edward J. Gerrity Jr., senior vicepresident of International Telephone and Telegraph Corporation.

Foreign Press Centers of the U.S. Information Agency are cooperating in the project for a mutually useful exchange of views, Gerrity said.

"For the most part," he said, "U.S. resident foreign journalists are clustered in and around Washington, D.C. and New York City, and for many of them opportunities to the United States, let alone to write or prepare radio and television programs about other sections of the country are rare. This same geographic concentration also limits the occasions on which PR groups in other areas can enjoy a truly international exchange of ideas."

Chapters or corporation interested in participating in the project should contact Robert Miller, director, Foreign Press Center, USIA, 1750 Pennsylvania Avenue, N.W., Washington, D.C. 20547; or William Stricker, director, Foreign Press Center, USIA, 866 Second Avenue, New York, New York 10017.

# Reuters names editor

Ronald L. Soble has been named editor of Reuters Economic Services in North America. He will be responsible for the editorial content of the financial and commodity news services operated in North America by Reuters Economic Services, a division of Reuters Limited, international news agency. A native of Chicago, Soble has been in the Washington bureau of Reuters since 1967 reporting primarily on developments in Congress. Before joining Reuters, Soble worked for CBS in Los Angeles and for the Associated Press in New York and California.



## Newspaper promotion seminar in Chicago

Thirty newspaper executives will attend the International Newspaper Promotion Association's third seminar, January 28-30, at the Chicago Sheraton Hotel. Registrants include:

John R. Beguhn, *Kankakee (Ill.) Daily Journal*.  
 Bobby Clay, *Raleigh Register*, Beckley, W. Va.  
 Joseph Cocozzo, *Akron (Ohio) Beacon-Journal*.  
 Rodney Dahlager, *Jackson (Mich.) Citizen-Patriot*.  
 Timothy Donnelly, *Wisconsin Rapids (Wis.) Daily Tribune*.  
 W. Leonard Evans, *Tuesday, Chicago*.  
 Raymond L. Farrell, *Journal & Courier, Lafayette, Ind.*  
 Richard Graybill, *Evansville (Ind.) Courier/Press*.  
 William J. Howard, *Boston Herald Traveler*.  
 Clarence Judd, George Neustadt Inc.  
 John W. Koop, *Fairmont (Minn.) Sentinel*.  
 L. A. Lange Jr., *Commonwealth Reporter, Fond du Lac, Wis.*  
 Tom Lump, *Mansfield (Ohio) News Journal*.  
 Dave Laytham, *Quincy (Ill.) Herald-Whig*.  
 Philip N. Maher, *Buffalo Evening News*.  
 Doug Manship Jr., *Morning Advocate & State-Times, Baton Rouge, La.*  
 Ed Mason, *Columbus (Ohio) Dispatch*.  
 Mark Mattison, *Gary (Ind.) Post-Tribune*.  
 Burt Mills, *Community Publications, Denver*.  
 Richard Pickering, *Kokomo (Ind.) Tribune*.  
 William Richardson, *Virginian-Pilot & Ledger-Star, Norfolk, Va.*  
 Edward T. Roberts, *Toledo (Ohio) Blade*.  
 David Schultz, *Hamilton (Ohio) Journal News*.  
 Scott Schurz, *Bloomington (Ind.) Herald-Telephone*.  
 Jonathan D. Simon, *Cleveland Plain Dealer*.  
 Henry A. Simons, *Bureau of Advertising*.  
 Susanne Steff, *Iowa City (Ia.) Press-Citizen*.  
 Charles Torinus, *Appleton (Wis.) Post-Crescent*.  
 John G. Whyte, *Joliet (Ill.) Herald-News*.  
 Charles Zegelbone, *Pioneer Newspapers, Wilmette, Ill.*

## Directs medical papers

Sylvia S. Covet has joined Modern Medicine Publications in Minneapolis as editorial director. Among previous experience, she was a reporter for the *Superior (Wis.) Evening Telegram* during her high school and college years, and a writer with Duluth radio station WEBC in 1945-46.

## Boom in retail

(Continued from page 12)

movies or to the theatre, 46% to 31%; attend a club meeting, 30% to 25%; participate in sports, 30% to 18%; or attend a sports event, 28% to 19%.

### Clothes for the job

The working woman spends 34% more on personal clothing, on the average, than the woman who stays home, and her livelier life style strongly influences her fashion choices. Thus, last fall, she was more likely to choose a short skirt, 63% to 40%; own a pants suit, 79% to 57%; a wig, 49% to 37%, or to use eye makeup, 63% to 42%.

Furthermore, 71% of the working women say they have the job in mind when they shop for clothes.

In general, working women and non-working women prefer to buy clothes in a department store. However, the working woman is more likely than other women to favor a specialty store.

Thus, 41% of the working women and 40% of the non-working women reported that their last purchase of a coat or a suit was made in a department store. On the other hand, 29% of the working women compared to 19% of the non workers and patronized specialty stores.

Among all the women in the survey however, the newspaper played a major role as a shopping aid. Three out of four (73%) reported that newspaper advertising is the kind which saves them the most time and 72% said that newspaper advertising is the kind that is most useful in deciding where to buy.

The Bureau of Advertising undertook this study of working women, the presentation points out, because there were 31.2 million working women in 1970 as compared to 12.8 million in 1940.

The bureau concludes that the working woman is also more likely to read a daily newspaper, and the better her job the more likely she is to read. Thus, 80% of all working women read one or more daily newspapers on an average day, but the figure rises to 84% of those with professional or managerial jobs. By comparison, 77% of non-working women read one or more newspapers on the average day.

## Ad Council appoints fund raising expert

Aldo C. Podesta has been elected a vicepresident of the Advertising Council to direct its financial development program and coordinate the efforts of business leaders who serve and support the Council.

The Advertising Council, founded in 1942, is a private non-profit organization which conducts national public service advertising campaigns.

Podesta was formerly executive vicepresident of Tamblin and Brown, a counseling firm in fund raising, public relations and management for institutions in the fields of education, health and welfare.

## France is giving newsprint price subsidy to press

The Government of France this week allocated about \$3 million for indirect aid to alleviate financial stress on the country's newspapers.

The money, it was explained, would be paid to newsprint suppliers so they could hold down their price and thus make it easier for their customers to survive.

Paris has only 11 dailies left of the 32 that were in business in 1945 and there is talk that more will fold if the decline in circulation and advertising income continues. Ad revenues of Paris dailies dropped between 15 and 20 percent last year, partly due to inroads made by television and partly due to a sharp falloff in help-wanted ads.

*France-Soir* has recently removed the line in its masthead proclaiming it as the only French daily selling more than one million copies. *Le Figaro* has called in the American firm of management consultants, McKinsey & Co., to design ways to remain profitable.

An outbreak of sensationalism has aroused press critics, including President Georges Pompidou who has had representative editors and publishers at the Elysee Palace to discuss the plight of newspress.

Giving examples of press sins, the President referred to a photograph of himself which was published with a caption saying it was taken in the Camerouns when it was really taken in Tashkent.

Several days before Maurice Chevalier died, *France-Dimanche* reported that the celebrated entertainer had already passed away and quoted remarks of the priest at the deathbed.

Some of the big papers have been trying desperate measures to bolster circulation so as to maintain advertising rates. They give subscriptions to newlyweds, hotels, professional people, and hairdressers.

Observers say *Le Monde*, which has refrained from circulation gimmicks yet has doubled its sale to half a million copies in the past few years, is the only major Paris newspaper making money.

Viewing the newsprint subsidy with alarm, press critics say it will help the papers that carry a lot of advertising while hurting the smaller ones which deserve the tag of quality for competence and independence in journalism.

The editor of *Combat*, a leftwing journal, complained that the government "threw the dogs a bone, but as usual it was the most robust dogs who will get the biggest share."

## Members and actresses

Not only are women being admitted as dues-paying members in the Legislative Correspondents Association at Albany, but their talents will be welcomed in the 72nd annual gridiron show March 18. Usually most of the paying guests are political figures.

# Lipscomb starts a new career as executive hunter

Charles T. Lipscomb Jr., the former head of the Bureau of Advertising, NPA, who has been serving as a consultant to the advertising sales organization since going into semi-retirement in 1968, is returning to the business world as a full-time associate of the executive search firm of Boyden Associates Inc.

The 63-year old executive said his responsibilities with the Boyden firm have made it necessary for him to terminate his part-time consulting arrangement he has had with the Bureau since resigning as chairman of the executive committee in October 1968.

Lipscomb was the Bureau's chief executive officer for 11 years. When he stepped down, the board of directors approved an arrangement whereby he spent six months each year as a consultant on organization, executive selection and marketing planning.

During this period, Lipscomb has recruited several Bureau executives to head up expanded departments in retail and national sales. Teamed with Hal Grafer, Lipscomb has made sales presentations to companies in the drug and toiletries field. He also handled some of the round of calls on executives of the tobacco companies during 1970.

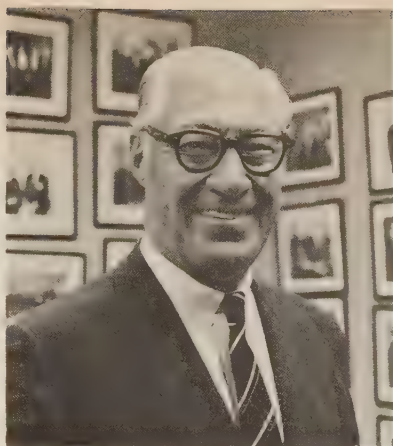
While not working, Lipscomb has devoted his time to his wife and family, which includes five grandchildren; to traveling, his apartment in Nassau, which he recently sold, and home in Southport, Connecticut. At Boyden, Lipscomb said he will live during the winter months in an apartment on Fifth Avenue.

Lipscomb said he has enjoyed the extra time spent with his family, but the "sofing," he said, "just wasn't fun anymore" for him or his wife. For that reason, he said, he decided to embark on a new career. He has enjoyed executive search work, so he picked Boyden Associates because this is an international firm catering executives for major corporations in all fields.

Lipscomb, who will draw a pension on the Bureau at age 65, said he hoped "stay very close to the newspaper business." He said he will make his personal time available to help out on any special projects which may arise, and expects that in the next year or two Jack Kauffman, BOA president, will call on him to help find talent.

Lipscomb joined the Bureau as president in October 1958 from the J. B. Williams Co. where he had been president since 1954. His first job following graduation in 1928 from the University of North Carolina was as a trainee with the Vick Chemical Co. where he became secretary to the president because of his proficiency in shorthand and typing. After experience as a salesman, he moved into personnel and then became sales manager.

From 1939 to 1942 Lipscomb worked



Charles T. Lipscomb Jr.

with the Coca-Cola Co. in Atlanta, his last assignment being the management of chain store sales for the bottling division. Leaving Coca-Cola, he went to McKesson & Robbins, first as vicepresident in charge of the industrial chemical division and later as vicepresident and general sales manager of the wholesale division. In 1950 he became president of the Pepsi-Cola division of Lever Bros. Co. where he stayed until he joined J. B. Williams.

## Yette, ex-Newsweek reporter, will head Howard J-department

Samuel F. Yette, a black reporter for *Newsweek* magazine until recently, will head the journalism department in the new School of Communications at Howard University, Washington, D.C.

The announcement that Yette had been retained for the position was made by Tony Brown, dean of the school, which opens in February, coincident with the filing of a complaint by Yette that he was fired by *Newsweek* because of views expressed in his book, *The Choice: The Issue of Black Survival in America*.

Yette said he had hired Clifford L. Alexander Jr., former chairman of the Equal Employment Opportunity Office, to be his lawyer in asking the EEO and District of Columbia human relations commission to investigate *Newsweek's* employment policies.

The *Washington Post* quoted Osborn Elliott, editor-in-chief and president of *Newsweek*, as saying the decision to dismiss Yette was made "purely on professional grounds." The *Washington Post* Company owns *Newsweek*.

Yette said his book was published in February 1971 and he was given dismissal notice at *Newsweek* in September on the ground his work had fallen off since publication of the book. The writer said he rejected offers of severance pay, transfer to another *Newsweek* bureau and help in finding a new job. His employment in *Newsweek's* Washington bureau was terminated Christmas Eve.

# Gannett Co. sues to void \$10 tax on vending boxes

Gannett Co. Inc. is suing the City of Rochester, N.Y., contending that a new ordinance to license newspaper vending machines is unconstitutional.

Under the ordinance which becomes effective January 17, Gannett would have to pay an annual \$10 license fee for each of the approximately 200 sidewalk vending machines it owns throughout the city and its suburbs.

Gannett lawyers will argue that the statute violates the First and 14th Amendments to the U.S. Constitution and that licensing of the machines infringes on freedom of the press and the rights of citizens.

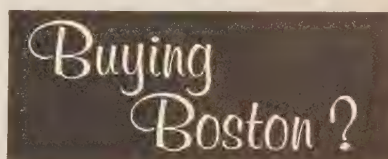
## Charleston firm buys a daily in Maryland

Peter Manigault, president of the Evening Post Publishing Co. of Charleston, S. C., has announced the purchase of the *Cambridge (Md.) Daily Banner*, which has an afternoon circulation of 7,300.

Manigault said that Herman Stevens, one of the owners of the *Banner*, would continue as president and publisher. The other co-owner was Mrs. Arnold Daane. Stevens acquired a half-interest in the paper after the death of Arnold Daane in 1964.

The *Banner* has a photocomp-off-set printing plant.

John A. Park Jr., media broker of Raleigh, N.C., arranged the terms of the sale. The price was not disclosed.



## Then you'll need WORCESTER Here's Why!

Boston — Worcester is one market sharing finance, transportation, warehousing and distribution.

But, Boston and Worcester are separate newspaper markets. Buy accordingly.





# March lineage

The following lineage tabulations have been compiled by Media Records, Inc. for the exclusive publication by Editor & Publisher. They may not be reprinted or published in any form without explicit permission from Media Records, Inc. Note: Newspapers marked with code below include advertising in Parade, Family Weekly or Weekend Magazine as follows:  
\* Parade—57,599 lines  
† Family Weekly—57,321 lines  
x Weekend Magazine—42,189 lines

	1971	1970
Akron Journal-S	2,770,799	2,695,892
*Beacon Journal-S	1,186,540	1,272,420

Grand Total ..... 3,957,339 3,968,312  
NOTE: Beacon Journal-S—2,770,799 Lines includes 27,840 Lines Part Run Advertising.  
Beacon Journal-S—1,186,540 Lines includes 76,840 Lines Part Run Advertising.

	1971	1970
Knickerbocker News		
Union Star-S	1,473,522	1,596,643
Times Union-m	1,361,064	1,191,153
*Times Union-S	779,995	973,273

Grand Total ..... 3,614,581 3,761,089

	1971	1970
Constitution-m	2,865,491	2,942,585
Journal-e	3,641,800	3,490,415
*Journal & Constitution-S	1,405,785	1,671,928

Grand Total ..... 7,913,076 8,104,928  
NOTE: Journal-S—3,641,800 includes 160,503 Lines of Part Run Advertising; 3,490,415 includes 134,932 Lines of Part Run Advertising.

	1971	1970
*News-American-S	672,825	352,374
News-American-e	1,443,357	729,793
Sun-m	1,382,856	733,981
Sun-S	2,108,622	1,025,225
Sun-S	1,468,419	638,393

Grand Total ..... 7,076,079 3,480,312  
NOTE: News-American-S—672,825 includes 25,942 Lines Part Run Advertising. News-American-e—1,443,357 includes 46,260 Lines Part Run Advertising.  
Due to strike conditions the following newspapers did not publish: News-American Mar. 1 through Mar. 16; Sun-m Mar. 1 through Mar. 17; Sun-e&S Mar. 1 through 16, 1970.

	1971	1970
News-m	1,019,151	1,027,312

	1971	1970
Advocate-m	2,007,355	1,903,055
*Advocate-S	576,433	640,228

Grand Total ..... 2,583,788 2,543,283  
NOTE: State Times-e and Advocate-m sold in combination. Lineage of one edition, Advocate-m is shown.

	1971	1970
Press-e	1,455,203	1,384,705
*Press-S	526,839	603,299

	1971	1970
Post-Herald-m	1,275,114	1,236,533
News-m	2,318,543	2,143,731
*News-S	868,514	979,023

	1971	1970
Globe-e	1,516,851	1,493,304
Globe-m	1,660,565	1,697,660
Herald Traveler-m	1,674,572	2,085,339
Herald Traveler-S	886,951	1,602,208

Grand Total ..... 6,911,606 7,444,149

	1971	1970
Courier Express-m	1,071,301	1,051,609
*Courier Express-S	1,059,849	1,193,394
Evening News-e	3,093,263	2,968,788

Grand Total ..... 5,224,413 5,214,333  
NOTE: Courier Express-S—1,059,849 includes 23,800 Lines of Part Run Advertising; 1,193,394 includes 14,400 Lines of Part Run Advertising.  
Evening News-e—3,093,263 includes 107,712 Lines of Part Run Advertising; 2,968,788 includes 117,504 Lines of Part Run Advertising.

	1971	1970
CAMDEN, N. Y.		
Courier-Post-e	2,311,694	2,022,569

	1971	1970
CHARLOTTE, N. C.		
News-e	1,999,429	2,019,233
Observer-m	2,359,610	2,483,154
*Observer-S	854,480	1,055,482

Grand Total ..... 5,213,519 5,557,869

	1971	1970
CHICAGO, ILL.		
Tribune-m	4,175,990	4,129,628
Tribune-S	2,029,990	2,478,641
Daily News-e	1,848,747	1,919,435
Sun-Times-m	2,365,491	2,242,362
*Sun-Times-S	1,420,040	1,534,607
Today-e	811,305	737,607
Today-S	386,365	321,057

Grand Total ..... 13,037,928 13,363,583  
NOTE: Tribune-m—4,175,990 Lines includes 1,098,457 Lines Part Run Zone Advertising; 4,129,628 Lines includes 873,432 Lines Part Run Zone Advertising.  
Tribune-S—2,029,990 Lines includes 450,566 Lines Part Run Zone Advertising; 2,478,641 Lines includes 445,692 Lines Part Run Zone Advertising.  
News-e—1,848,747 Lines includes 37,584 Lines Part Run Zone Advertising.  
Sun-Times-m—2,365,491 Lines includes 74,640 Lines Part Run Zone Advertising.  
Sun-Times-S—1,420,040 Lines includes 430,111 Lines Part Run Zone Advertising; 1,534,607 Lines includes 348,455 Lines Part Run Zone Advertising.  
Today—811,305 Lines includes 99,838 Lines Part Run Zone Advertising.  
Today-S—386,365 Lines includes 55,800 Lines Part Run Zone Advertising.

	1971	1970
CINCINNATI, OHIO		
Enquirer-m	2,527,159	2,392,224
Enquirer-S	1,498,151	1,694,103
Post & Times-Star-e	2,291,011	2,492,387

Grand Total ..... 6,316,321 6,578,714  
NOTE: Post & Times-Star—2,492,387 Lines includes 42,912 Lines of Part Run Advertising.

	1971	1970
CLEVELAND, OHIO		
Plain Dealer-m	2,408,821	2,654,202
Plain Dealer-S	1,677,272	1,900,186
Press-e	2,684,401	2,778,571

Grand Total ..... 6,770,494 7,334,959  
NOTE: Plain Dealer—2,408,821 includes 81,705 Lines of Part Run Advertising; 2,654,202 includes 77,069 Lines of Part Run Advertising.  
Plain Dealer-S—1,677,272 includes 72,977 Lines of Part Run Advertising; 1,900,186 includes 55,857 Lines of Part Run Advertising.  
Press—2,684,401 includes 529,069 Lines of Part Run Advertising; 2,778,571 includes 541,516 Lines of Part Run Advertising.

	1971	1970
COCOA, FLA.		
Today-m	1,242,562	1,301,971
†Today-S	474,481	551,340

Grand Total ..... 1,717,043 1,853,311  
NOTE: Today-m—1,242,562 includes 40,800 Lines of Part Run Advertising; 1,301,971 includes 52,800 Lines of Part Run Advertising.

	1971	1970
COLUMBUS, OHIO		
Dispatch-e	2,810,242	2,825,412
Dispatch-S	1,650,144	2,021,605
Citizen-Journal-m	1,074,095	1,224,988

Grand Total ..... 5,534,481 6,072,005

	1971	1970
DALLAS, TEX.		
News-m	3,118,774	3,359,159
News-S	1,106,274	1,335,369
Times Herald-e	3,414,005	3,202,065
*Times Herald-S	1,231,892	1,488,219

Grand Total ..... 8,870,945 9,384,812  
NOTE: News-m—3,118,774 Lines includes 67,200 Lines of Part Run Advertising; 3,359,159 Lines includes 119,360 Lines of Part Run Advertising.  
News-S—1,106,274 Lines includes 19,100 Lines of Part Run Advertising; 1,335,369 Lines includes 64,300 Lines of Part Run Advertising.  
Times Herald—3,414,005 Lines includes 316,050 Lines of Part Run Advertising; 3,202,065 Lines includes 157,877 Lines of Part Run Advertising.  
Times Herald-S—1,231,892 Lines includes 16,920 Lines of Part Run Advertising; 1,488,219 Lines includes 39,940 Lines of Part Run Advertising.

	1971	1970
DAYTON, OHIO		
Journal-Herald-m	2,352,148	2,514,795
News-e	2,464,698	2,618,957
*News-S	848,523	1,013,234

Grand Total ..... 5,665,369 6,146,986

# Dollar Expenditure Newspaper Lineage Trends—March 1971

A summary of newspaper advertising for the month in 64 cities

	1971 (000)	1970 (000)	Change Dollar (000)	% Change
Classifications				
Retail				
March	\$148,832	\$148,189	+ 643	+ 0.4
First Three Months	348,001	378,471	+ 15,530	+ 4.1

	1971 (000)	1970 (000)	Change Dollar (000)	% Change
Department Stores (Included in Retail)				
March	43,882	45,380	- 1,498	- 3.3
First Three Months	115,417	112,852	+ 2,565	+ 2.3

	1971 (000)	1970 (000)	Change Dollar (000)	% Change
General				
March	38,968	39,347	- 379	- 1.0
First Three Months	103,992	99,595	+ 4,397	+ 4.4

	1971 (000)	1970 (000)	Change Dollar (000)	% Change
Automotive				
March	8,009	8,262	- 253	- 3.1
First Three Months	21,549	21,376	+ 173	+ 0.8

	1971 (000)	1970 (000)	Change Dollar (000)	% Change
Financial				
March	9,322	11,128	- 1,806	- 16.3
First Three Months	25,832	33,543	- 7,711	- 23.0

	1971 (000)	1970 (000)	Change Dollar (000)	% Change
Classified				
March	63,365	67,263	- 3,898	- 5.8
First Three Months	171,033	179,933	- 8,900	- 4.9

	1971 (000)	1970 (000)	Change Dollar (000)	% Change
Total Advertising				
March	268,496	274,189	- 5,693	- 2.1
First Three Months	716,407	712,918	+ 3,489	+ 0.5

	1971	1970
DENVER, COLO.		
Rocky Mt. News-m	2,684,267	2,489,543
*Rocky Mt. News-S	538,009	663,140
Post-e	3,197,491	2,858,416
Post-S	1,208,427	1,420,910

Grand Total ..... 7,628,194 7,432,009  
NOTE: Post—3,197,491 Lines includes 185,583 Lines of Part Run Advertising; 2,858,416 Lines includes 116,805 Lines of Part Run Advertising.

	1971	1970
DES MOINES, IOWA		
Register-m	657,477	660,331
Tribune-e	1,226,553	1,219,296
Register-S	653,859	806,496

Grand Total ..... 2,547,889 2,663,036  
NOTE: Tribune-e—1,226,553 includes 99,140 Lines of Part Run Advertising; 1,196,209 includes 48,072 Lines of Part Run Advertising.

	1971	1970
DETROIT, MICH.		
Free Press-m	1,631,748	1,571,993
*Free Press-S	657,477	732,059
News-e	3,077,813	3,159,242
News-S	1,330,162	1,669,163

Grand Total ..... 6,665,255 7,132,457  
NOTE: Press-m—1,631,748 includes 52,904 Lines of Part Run Advertising; 1,571,993 includes 82,184 Lines of Part Run Advertising.  
Free Press—657,477 includes 46,083 Lines of Part Run Advertising; 732,059 includes 78,905 Lines of Part Run Advertising.  
News—3,077,813 includes 354,302 Lines of Part Run Advertising; 3,159,242 includes 583,855 Lines of Part Run Advertising.  
News-S—1,330,162 includes 161,864 Lines of Part Run Advertising; 1,669,163 includes 192,445 Lines of Part Run Advertising.

	1971	1970
ERIE, PA.		
Times-e	1,272,223	1,294,029
*Times-News-S	565,987	685,693

Grand Total ..... 1,838,210 1,979,722  
NOTE: News-m and Times-e are sold in optional combination. The lineage of one edition, Times-e, is shown.

	1971	1970
EVANSVILLE, IND.		
Courier-m	1,159,921	1,105,566
Press-e	1,185,436	1,117,776
Courier & Press-S	445,774	490,908

Grand Total ..... 2,791,131 2,714,250

	1971	1970
FORT LAUDERDALE, FLA.		
News-e	3,722,239	3,371,936
*News-S	1,351,190	1,688,639
News-Sat.	808,480	755,778

Grand Total ..... 5,881,909 5,816,353

	1971	1970
FORT WAYNE, IND.		
Journal Gazette-m	1,581,474	1,547,033
*Journal Gazette-S	650,677	790,617
News Sentinel-e	2,112,997	1,957,023

Grand Total ..... 4,345,148 4,294,673

	1971	1970
FORT WORTH, TEX.		
Star-Telegram-m	1,871,717	1,650,240
Star-Telegram-e	2,687,078	2,384,886
*Star-Telegram-S	1,008,904	1,256,795

Grand Total ..... 5,567,699 5,291,921  
NOTE: Press—published 5 days a week only.

	1971	1970
FRESNO, CALIF.		
Bee-e	1,701,427	1,711,736
*Bee-S	680,604	705,390

Grand Total ..... 2,382,031 2,417,126

	1971	1970
HACKENSACK, N. J.		
Record-e	2,488,620	2,432,866
†Record-S	628,515	739,384

Grand Total ..... 3,117,135 3,172,250  
NOTE: Record—2,488,620 Lines includes 330,977 Lines of Part Run Advertising; 2,432,866 Lines includes 318,648 Lines of Part Run Advertising.

	1971	1970
HARTFORD, CONN.		
Courant-m	1,767,606	1,694,159
*Courant-S	1,305,830	1,234,853

Grand Total ..... 3,073,436 2,929,012  
NOTE: Courant-S—1,305,830 includes 204,660 Lines of Part Run Advertising; 1,234,853 includes 149,760 Lines of Part Run Advertising.

	1971	1970
<b>HONOLULU, HAWAII</b>		
Advertiser-S	2,438,251	2,141,545
ar-Bulletin-e	2,653,081	2,356,731
ar-Bulletin & Advertiser-S	840,232	958,042
Grand Total	5,931,564	5,456,318
<b>HOUSTON, TEX.</b>		
ironicle-e	4,421,343	3,932,602
ironicle-S	1,519,951	1,864,754
st-m	3,272,179	3,291,596
st-m	1,129,689	1,412,790
Grand Total	10,343,062	10,501,742
NOTE: Chronicle—4,421,343 Lines includes 542,544 Lines of Part Run Advertising; 3,932,602 Lines includes 491,606 Lines of Part Run Advertising; Chronicle-S—1,519,951 Lines includes 69,126 Lines of Part Run Advertising; 1,864,754 Lines includes 98,865 Lines of Part Run Advertising; Post-S—3,272,179 Lines includes 205,790 Lines of Part Run Advertising; 3,291,596 Lines includes 304,045 Lines of Part Run Advertising; Post-S—1,129,689 Lines includes 130,492 Lines of Part Run Advertising; 1,412,790 Lines includes 130,115 Lines of Part Run Advertising.		
<b>INDIANAPOLIS, IND.</b>		
ews-e	2,361,277	2,330,215
ar-m	2,174,771	2,181,699
ar-S	1,310,928	1,514,749
Grand Total	5,846,976	6,026,662
<b>JACKSONVILLE, FLA.</b>		
mes-Union-m	2,555,933	2,413,639
Union-S	924,955	1,031,621
Journal-e	1,588,732	1,373,158
Grand Total	5,069,620	4,818,418
<b>KALAMAZOO, MICH.</b>		
azette-e	1,698,843	1,642,323
azette-S	534,217	599,518
Grand Total	2,233,060	2,241,841
<b>KANSAS CITY, MO.</b>		
mes-m	2,121,902	2,136,212
ar-e	1,407,202	1,347,886
ar-S	1,068,226	1,207,406
Grand Total	4,597,330	4,739,506
<b>LITTLE ROCK, ARK.</b>		
Arkansas Gazette-m	1,257,975	1,257,975
Arkansas Gazette-S	452,639	542,707
Arkansas Democrat-e	857,048	702,138
Arkansas Democrat-S	284,299	388,642
Grand Total	2,980,733	2,946,482
<b>LONG BEACH, CALIF.</b>		
dependent-m	2,111,924	2,163,384
Independent Press	702,661	886,878
ress Telegram-e	2,532,615	2,370,804
Grand Total	5,347,200	5,421,066
NOTE: Independent—2,111,924 Lines includes 186,571 Lines of Part Run Advertising; 2,163,384 Lines includes 187,812 Lines of Part Run Advertising; Press Telegram—2,532,615 Lines includes 237,804 Lines of Part Run Advertising; 2,370,804 Lines includes 187,812 Lines of Part Run Advertising; OTE: Independent Morning published 5 days a week only.		
<b>LONG ISLAND, N. Y.</b>		
ewsday Suffolk-e	2,842,691	2,773,161
ewsday Nassau-e	2,957,252	2,895,828
Grand Total	5,799,943	5,668,989
<b>LOS ANGELES, CALIF.</b>		
imes-m	5,370,612	5,545,207
imes-S	3,159,069	3,745,492
erald Examiner-e	999,642	1,064,251
erald Examiner-S	338,165	445,150
Grand Total	9,867,488	10,800,100
NOTE: Times-m—5,370,612 Lines includes 1,031,990 Lines of Part Run Advertising; 5,545,207 Lines includes 944,286 Lines of Part Run Advertising; Times-S—3,159,069 Lines includes 1,250,303 Lines of Part Run Advertising; 3,745,492 Lines includes 1,170,765 Lines of Part Run Advertising.		
<b>LOWELL, MASS.</b>		
un-e	954,383	1,040,945
un-S	444,364	502,081
Grand Total	1,398,747	1,561,026
<b>LYNN, MASS.</b>		
tem-e	850,476	910,832

	1971	1970
<b>MACON, GA.</b>		
Telegraph-m	1,021,595	950,688
News-e	1,052,933	964,246
*Telegraph & News-S	359,832	336,731
Grand Total	2,434,020	2,251,665
<b>MANCHESTER, N. H.</b>		
Union Leader-d	1,093,150	1,080,855
News-S	421,497	490,422
Grand Total	1,514,647	1,571,277
NOTE: Sunday News sold in optional combination with the following Monday Union Leader.		
<b>MIAMI, FLA.</b>		
Herald-m	4,994,834	4,892,963
Herald-S	2,287,865	2,861,630
News-e	2,184,284	2,256,114
Grand Total	9,466,983	10,010,707
NOTE: Herald-m—4,994,834 includes 173,101 Lines of Part Run Advertising; 4,892,963 includes 267,368 Lines of Part Run Advertising; Herald-S—2,287,865 includes 98,669 Lines of Part Run Advertising; 2,861,630 includes 186,996 Lines of Part Run Advertising; News-e—2,184,284 includes 57,960 Lines of Part Run Advertising; 2,256,114 includes 55,440 Lines of Part Run Advertising.		
<b>MILWAUKEE, WIS.</b>		
Sentinel-m	1,425,483	1,423,322
Journal-e	3,275,254	3,159,997
Journal-S	1,731,531	2,095,026
Grand Total	6,432,268	6,678,345
NOTE: Sentinel-m—1,425,483 includes 15,572 Lines of Part Run Advertising; 3,275,254 includes 15,572 Lines of Part Run Advertising.		
<b>MINNEAPOLIS, MINN.</b>		
Tribune-m	1,697,885	1,914,156
Tribune-S	1,444,353	1,959,057
Star-e	2,731,402	2,939,520
Grand Total	5,873,640	6,813,133
NOTE: Tribune-S—1,444,353 Lines includes 24,771 Lines of Part Run Advertising; Star-e—2,731,402 Lines includes 499,102 Lines of Part Run Advertising; 2,939,520 Lines includes 544,500 Lines of Part Run Advertising.		
<b>MODESTO, CALIF.</b>		
Bee-e	1,333,035	1,244,697
*Bee-S	318,591	348,845
Grand Total	1,651,626	1,593,542
NOTE: Bee-e published 5 days a week only.		
<b>MONTREAL, CANADA</b>		
xStar-e	2,921,325	2,903,501
Gazette-m	1,546,766	1,755,462
Grand Total	4,468,091	4,658,963
<b>MUNCIE, IND.</b>		
Press-e	977,671	939,595
Star-m	959,273	888,450
*Star-S	356,358	399,624
Grand Total	2,293,302	2,227,669
<b>NEW HAVEN, CONN.</b>		
Journal Courier-m	1,283,971	1,187,736
Register-S	797,453	746,656
Register & Journal-Courier-Sat	1,069,137	1,301,109
Grand Total	3,150,561	3,235,501
NOTE: Journal Courier-m—1,283,971 includes 187,745 Lines of Part Run Advertising; 2,962,745 Lines includes 844,088 Lines of Part Run Advertising; News-S—1,973,988 includes 1,253,308 Lines includes 1,291,757 Lines of Part Run Advertising.		
<b>NEWARK, N. J.</b>		
Star-Ledger-m	1,355,796	1,219,584
*Star-Ledger-S	877,499	927,037
News-e	1,728,862	1,753,410
News-S	1,037,030	1,203,205
Grand Total	4,999,187	5,103,236
NOTE: Star-Ledger-m—1,355,796 Lines includes 55,545 Lines of Part Run Advertising; 1,219,584 Lines includes 34,821 Lines of Part Run Advertising.		

	1971	1970
<b>NEWBURGH, N. Y.</b>		
News-e	1,100,838	983,467
<b>NIAGARA FALLS, N. Y.</b>		
Gazette-e	1,328,241	1,245,139
†Gazette-S	356,457	415,243
Grand Total	1,684,681	1,660,382
<b>OKLAHOMA CITY, OKLA.</b>		
Oklahoman-m	1,741,866	1,696,799
Oklahoman-S	726,015	790,913
Times-e	1,589,181	1,601,901
Grand Total	4,057,062	4,089,613
NOTE: Oklahoman-m—1,741,866 includes 324,868 Lines of Part Run Advertising; 1,696,799 includes 235,163 Lines of Part Run Advertising; Times-e—1,589,181 includes 272,940 Lines of Part Run Advertising; 1,601,901 includes 193,687 Lines of Part Run Advertising.		
<b>ORANGE COUNTY, CALIF.</b>		
Register (See Note)	3,304,941	2,894,870
†Register-S	1,053,414	1,177,179
Grand Total	4,358,355	4,072,049
NOTE: Register & Register-m sold in combination. Linage of one edition Register is shown.		
<b>ORLANDO, FLA.</b>		
Sentinel-m	2,656,776	2,539,078
*Sentinel-S	967,112	1,199,382
Star-e	2,630,509	2,499,682
Grand Total	6,254,397	6,238,142
NOTE: Sentinel-m—2,656,776 includes 436,207 Lines of Part Run Advertising; 2,539,078 includes 487,558 Lines of Part Run Advertising; Sentinel-S—967,112 includes 155,421 Lines of Part Run Advertising; 1,199,382 includes 185,937 Lines of Part Run Advertising; Star-e—2,630,509 includes 341,855 Lines of Part Run Advertising; 2,499,682 includes 393,814 Lines of Part Run Advertising.		
<b>PEORIA, ILL.</b>		
Journal Star (See Note)	1,540,507	1,548,836
*Journal Star-S	514,047	589,712
Grand Total	2,054,554	2,138,548
NOTE: Journal Star-m & Journal Star-e sold in combination. Linage of only one edition—Journal Star-e is shown.		
<b>PHILADELPHIA, PA.</b>		
Bulletin-e	2,842,730	2,819,221
*Bulletin-S	989,110	1,225,434
Inquirer-m	2,108,038	2,201,975
Inquirer-S	1,796,678	2,017,066
News-e	1,162,578	1,111,794
Grand Total	8,899,134	10,029,510
NOTE: Bulletin-e—2,842,730 includes 161,372 Lines of Part Run Advertising; 2,819,221 includes 639,279 Lines of Part Run Advertising; Bulletin-S—989,110 includes 310,152 Lines of Part Run Advertising; 1,225,434 includes 431,414 Lines of Part Run Advertising; Inquirer-m—2,108,038 includes 248,653 Lines of Part Run Advertising; 2,201,975 includes 284,875 Lines of Part Run Advertising; Inquirer-S—1,796,678 includes 354,416 Lines of Part Run Advertising; 2,017,066 includes 823,134 Lines of Part Run Advertising.		
<b>PHOENIX, ARIZ.</b>		
Republic-m	3,526,656	3,359,416
Republic-S	1,168,822	1,353,899
Gazette-e	3,588,462	3,364,654
Grand Total	8,283,940	8,077,960
<b>PITTSBURGH, PA.</b>		
Post-Gaz. & Sun-Tel-m	1,052,561	1,149,474
Press-e	2,464,079	2,404,490
*Press-S	1,312,430	1,584,237
Grand Total	4,829,070	5,138,201
<b>PLAINFIELD, N. J.</b>		
Courier-News-e	1,493,105	1,418,206
<b>PONTIAC, MICH.</b>		
Press-e	1,924,207	2,049,485
<b>PORTLAND, ORE.</b>		
Oregonian-m	2,969,119	2,610,152
*Oregonian-S	1,027,741	1,261,845
Journal-e	1,051,941	977,528
Grand Total	5,048,801	4,849,525

	1971	1970
<b>PROVIDENCE, R. I.</b>		
Bulletin-e	1,919,514	1,884,990
Journal-m	1,454,775	1,587,546
Journal-S	1,122,215	1,326,307
Grand Total	4,496,504	4,798,843
<b>QUINCY, MASS.</b>		
Patriot Ledger-e	1,143,290	1,172,571
NOTE: Patriot Ledger—1,143,290 Lines includes 33,128 Lines of Part Run Advertising; 1,172,571 Lines includes 29,305 Lines of Part Run Advertising.		
<b>READING, PA.</b>		
Eagle (See Note)	1,535,172	1,433,965
Eagle-S	563,022	654,115
Grand Total	2,098,194	2,088,080
NOTE: Eagle-e and Times-m sold in combination. Linage of one edition Eagle-e is shown.		
<b>ROANOKE, VA.</b>		
Times-m	1,333,134	1,355,830
Times-S	526,306	487,340
World-News-e	1,423,630	1,417,001
Grand Total	3,283,070	3,260,171
<b>ROCHESTER, N. Y.</b>		
Democrat & Chronicle-m	1,580,512	1,680,605
Democrat & Chronicle-S	1,094,514	1,228,289
Times-Union-e	2,042,838	2,105,744
Grand Total	4,717,864	5,014,638
NOTE: Times Union—2,042,838 Lines includes 15,674 Lines of Part Run Advertising.		
<b>ROCKFORD, ILL.</b>		
Star (See Note)	1,546,001	1,394,478
Register-Star-S	446,297	738,793
Grand Total	1,992,301	2,133,271
NOTE: Star-m & Register-Republic-e sold in combination. Linage of only one edition, Star-m is shown.		
<b>SACRAMENTO, CALIF.</b>		
Bee-e	2,371,373	2,396,835
Bee-S	730,724	834,788
Union-m	1,468,409	1,130,953
Union-S	248,452	302,124
Grand Total	4,818,958	4,664,700
<b>ST. LOUIS, MO.</b>		
Globe-Democrat-m	1,429,039	1,424,186
Globe-Democrat-wa	606,318	556,574
Post-Dispatch-e	2,385,010	2,499,763
Post-Dispatch-S	1,483,158	1,813,576
Grand Total	5,903,525	6,294,099
NOTE: Globe-Democrat-m—1,429,039 includes 248,766 Lines of Part Run Advertising; 1,424,186 includes 269,902 Lines of Part Run Advertising; Globe-Democrat-wa—606,318 includes 15,572 Lines of Part Run Advertising; Post-Dispatch—2,385,010 includes 203,567 Lines of Part Run Advertising; 2,499,763 includes 228,234 Lines of Part Run Advertising; Post-Dispatch-S—1,813,576 includes 11,600 Lines of Part Run Advertising; Globe-Democrat-m—published 5 week days only.		
<b>ST. PAUL, MINN.</b>		
Pioneer Press-m	1,268,940	1,240,872
Pioneer Press-S	991,271	1,146,214
Dispatch-e	2,199,704	2,119,351
Grand Total	4,459,915	4,506,437
NOTE: Dispatch—2,199,704 includes 313,517 Lines of Part Run Advertising; 2,119,351 includes 291,777 Lines of Part Run Advertising.		
<b>ST. PETERSBURG, FLA.</b>		
Independent-e	2,158,594	1,956,635
Times-m	3,442,699	3,158,664
Times-S	1,344,736	1,527,672
Grand Total	6,946,029	6,642,971
NOTE: Times-m—3,442,699 includes 488,656 Lines of Part Run Advertising; 3,158,664 includes 478,709 Lines of Part Run Advertising; Times-S—1,344,736 includes 204,426 Lines of Part Run Advertising; 1,527,672 includes 205,872 Lines of Part Run Advertising.		
<b>SALT LAKE CITY, UTAH</b>		
Tribune-m	2,311,886	2,234,587
Tribune-S	763,900	880,092
Deseret News-e	2,331,219	2,290,085
Grand Total	5,407,005	5,404,764



SAN ANTONIO, TEX.			
Express-m	2,379,611	2,115,643	
*Express-News-S	839,753	1,010,470	
Express-News-Sat.	321,587	306,833	
News-e	2,299,919	2,035,720	
Light-e	2,577,721	2,343,506	
Light-Sat.	896,016	1,262,393	
	168,379	187,495	
Grand Total	9,482,986	9,262,170	
NOTE: Express-m News-e and Light-e published 5 days a week only.			
Express-News-S—1,010,670 Lines includes 2,424 Lines of Part Run Advertising.			

SAN DIEGO, CALIF.			
Union-m	2,278,309	2,069,133	
*Union-S	1,171,130	1,306,272	
Tribune-e	3,027,724	2,736,826	
Grand Total	6,479,163	6,112,231	

SAN FRANCISCO, CALIF.			
Chronicle-m	3,660,204	3,545,527	
Examiner-e	1,968,978	2,148,580	
Examiner & Chronicle-S	905,519	1,219,815	
Grand Total	4,838,237	5,405,815	

SAN JOSE, CALIF.			
Mercury-m	3,660,204	3,545,527	
News-e	3,706,126	3,580,085	
*Mercury-News-S	1,070,260	1,232,789	
Grand Total	8,436,589	8,358,402	
NOTE: Mercury-m—3,660,204 Lines includes 222,180 Lines of Part Run Advertising; 3,545,527 Lines includes 231,408 Lines of Part Run Advertising.			
News-e—3,706,126 Lines includes 222,180 Lines of Part Run Advertising; 3,580,086 Lines includes 231,408 Lines of Part Run Advertising.			

SAN JUAN, P. R.			
Star-m	956,381	924,861	
Star-S	163,607	221,661	
Grand Total	1,119,988	1,146,522	

SEATTLE, WASH.			
Post-Intelligencer-m	1,323,446	1,746,734	
*Post-Intelligencer-S	455,661	617,799	
Grand Total	2,079,307	2,364,533	

SHREVEPORT, LA.			
Journal-e	1,323,273	1,052,478	
Times-m	1,675,024	1,408,575	
Times-S	679,399	714,682	
Grand Total	3,677,696	3,175,735	

SOUTH BEND, IND.			
Tribune-e	1,847,989	1,724,885	
Tribune-S	522,694	697,120	
Grand Total	2,400,683	2,422,005	

SPOKANE, WASH.			
Spokesman-Review-m	971,527	980,549	
*Spokesman-Review-S	619,764	720,533	
Chronicle-e	1,200,151	1,135,104	
Grand Total	2,791,442	2,836,186	

SYRACUSE, N. Y.			
Herald-Journal-e	1,825,785	1,837,786	
*Herald-American-S	747,516	859,992	
Post Standard-m	886,674	816,642	
Grand Total	3,459,975	3,514,420	
NOTE: Herald-Journal-e—1,825,785 Lines includes 10,239 Lines of Part Run Advertising.			
Herald American-S—747,516 Lines includes 12,563 Lines of Part Run Advertising.			
Post Standard-m—886,674 Lines includes 14,402 Lines of Part Run Advertising.			

TALLAHASSEE, FLA.			
Democrat-e	1,233,749	1,267,622	
Democrat-S	455,503	536,893	
Grand Total	1,689,252	1,804,515	

TAMPA, FLA.			
Tribune-m	2,760,385	2,722,170	
Tribune-S	968,243	1,117,581	
Times-e	1,936,084	1,914,493	
Grand Total	5,664,712	5,754,244	
NOTE: Tribune-m—2,760,385 includes 164,446 Lines of Part Run Advertising; 2,722,170 includes 241,532 Lines of Part Run Advertising.			

TOLEDO, OHIO			
Times-e	624,856	609,768	
Blade-m	2,058,068	1,974,739	
Blade-S	978,324	1,186,029	
Grand Total	3,661,248	3,770,536	
NOTE: Times-m Published 5 days a week only.			

TRENTON, N. J.			
Times-e	1,249,158	1,240,664	
Times Advertiser-S	814,102	960,839	
Trentonian-m	981,694	934,474	
Grand Total	3,044,954	3,135,977	
NOTE: Times-e published 5 days a week only.			

WASHINGTON, D. C.			
News-e	1,157,272	1,044,907	
Post-m	3,980,317	3,834,567	
*Post-S	1,567,443	1,859,439	
Star-e	2,079,944	1,971,820	
Star-S	915,524	1,041,364	
Grand Total	9,700,500	9,751,097	
NOTE: Star-S—915,524 includes 15,742 Lines of Part Run Advertising.			

WATERBURY, CONN.			
American-e	1,298,535	1,263,377	
†Republican-S	702,736	795,546	
Grand Total	2,001,271	2,058,923	
NOTE: American-e and Republican-m sold in combination. Linage of American-e only is shown.			

WEST PALM BEACH, FLA.			
Post-m	2,576,120	2,545,954	
Times-e	2,307,435	2,233,278	
*Post-Times-S	1,011,915	1,192,109	
Grand Total	5,917,470	5,971,341	

NOTE: Times-e Published 5 days a week only.

WESTCHESTER-ROCKLAND GROUP, N. Y. (10 CITIES)			
Mamaroneck Times-e	1,071,204	1,167,277	
Mount Vernon Argus-e	1,140,054	1,255,071	
New Rochelle Standard-Star-e	1,157,789	1,238,481	
Ossining Citizen Register-e	1,121,329	1,226,751	
Peekskill Star-e	955,346	890,401	
Port Chester Item-e	1,160,337	1,312,251	
Tarrytown News-e	1,076,063	1,160,946	
Yonkers Herald Statesman-e	1,358,103	1,508,371	
White Plains Reporter Dispatch-e	1,548,010	1,565,911	
Rockland Journal News-e	1,476,795	1,536,111	
Grand Total	12,065,050	12,861,795	

**Sowers weekly sold**  
Sowers Publications Inc. of Rolla, Missouri, has sold the *Dixon* (Mo.) *Pilot*, a weekly, to Mr. and Mrs. Thomas D. Avery, of Chicago. The Dixon sale was arranged by Robert N. Bolitho of Krehbiel-Bolitho Newspaper Service.

**Keegan in plant firm**  
Eugene F. Keegan, formerly sales and marketing manager in the Midwest and Northeast for Milgo/Idab Corporation has joined Lockwood Greene Engineers, Inc. in the newspaper and printing plant division.

## Linage leaders...first 3 months

### 1971 Morning

Los Angeles Times	14,469,637
Miami Herald	13,893,419
Chicago Tribune	11,189,303
Washington Post	10,820,753
San Jose Mercury	10,146,256
Phoenix Republic	9,698,400
Orange County Register	9,191,672
St. Petersburg Times	9,013,698
Houston Post	8,906,292
New York Times	8,648,322

### Evening

Fort Lauderdale News	11,986,746
Houston Chronicle	11,354,711
San Jose News	10,182,324
Phoenix Gazette	9,666,609
Atlanta Journal	9,271,003
Orange County Register	9,191,672
Dallas Times-Herald	8,888,897
Milwaukee Journal	8,527,194
Denver Post	8,270,785
San Diego Tribune	8,206,641

### Sunday

Los Angeles Times	9,699,832
New York Times	9,120,308
Miami Herald	7,094,466
New York News	6,002,113
Chicago Tribune	5,844,228
Philadelphia Inquirer	5,469,432
Washington Post	5,071,046
Milwaukee Journal	5,050,480
Boston Globe	4,827,000
Columbus Dispatch	4,772,803

#### Six and Seven Day Totals

Los Angeles Times—M & S	24,169,469
Miami Herald—M & S	20,987,883
New York Times—M & S	17,768,630
Chicago Tribune—M & S	17,033,531
Fort Lauderdale News—E & S	16,348,971
Houston Chronicle—E & S	15,919,242
Washington Post—M & S	15,891,799
Milwaukee Journal—E & S	13,577,674
San Jose Mercury & Mercury News—M & S	13,506,679
Atlanta Journal & Journal Constitution—E & S	13,431,468

### 1970 Morning

Los Angeles Times	15,596,242
Miami Herald	14,512,074
Chicago Tribune	11,550,145
Washington Post	10,944,788
New York Times	10,243,431
San Jose Mercury	9,999,839
Phoenix Republic	9,551,144
Dallas News	9,285,084
Houston Post	9,217,059
St. Petersburg Times	8,899,237

### Evening

Fort Lauderdale News	12,110,369
Houston Chronicle	11,142,819
San Jose News	9,989,193
Toronto Star	9,559,613
Atlanta Journal	9,553,744
Phoenix Gazette	9,458,531
Montreal La Presse	9,017,558
Dallas Times-Herald	8,914,458
Milwaukee Journal	8,738,069
Detroit News	8,524,392

### Sunday

New York Times	10,360,671
Los Angeles Times	9,955,548
Miami Herald	7,338,958
Philadelphia Inquirer	6,801,510
Chicago Tribune	6,086,934
New York News	5,872,339
Boston Globe	5,130,318
Milwaukee Journal	5,118,946
Columbus Dispatch	5,021,323
Washington Post	4,889,171

#### Six and Seven Day Totals

Los Angeles Times—M & S	25,551,790
Miami Herald—M & S	21,851,032
New York Times—M & S	20,604,102
Chicago Tribune—M & S	17,637,079
Fort Lauderdale News—E & S	16,353,168
Washington Post—M & S	15,833,959
Houston Chronicle—E & S	15,831,852
Milwaukee Journal—E & S	13,857,015
Atlanta Journal & Journal Constitution—E & S	13,767,124
San Jose Mercury & Mercury News—M & S	13,302,718

### 1969 Morning

Los Angeles Times	16,352,307
Miami Herald	14,000,397
Washington Post	12,003,155
Chicago Tribune	11,876,794
New York Times	10,653,930
San Jose Mercury	10,024,902
Houston Post	9,189,461
New Orleans Times-Picayune	9,052,556
San Jose Register	8,983,942
Dallas News	8,839,103

### Evening

Fort Lauderdale News	10,962,170
Houston Chronicle	10,797,432
San Jose News	10,004,137
Toronto Star	9,589,909
Atlanta Journal	9,399,287
Montreal La Presse	9,380,747
Milwaukee Journal	9,254,573
Dallas Times-Herald	9,015,667
San Jose Register	8,983,942
Minneapolis Star	8,700,531

### Sunday

Los Angeles Times	10,912,569
New York Times	10,890,068
Miami Herald	6,675,010
Philadelphia Inquirer	6,603,652
Chicago Tribune	6,207,576
Milwaukee Journal	5,577,783
New York News	5,548,432
Boston Globe	5,174,349
Cleveland Plain Dealer	5,013,038
Columbus Dispatch	4,964,214

#### Six and Seven Day Totals

Los Angeles Times—M & S	27,264,876
New York Times—M & S	21,543,998
Miami Herald—M & S	20,695,307
Chicago Tribune—M & S	18,084,370
Washington Post—M & S	16,924,749
Houston Chronicle—E & S	14,894,390
Milwaukee Journal—E & S	14,832,356
Fort Lauderdale News—E & S	14,647,942
Minneapolis Star & Tribune—E & S	13,480,772
San Jose Mercury & Mercury News—M & S	13,394,705

Source: Media Records

EDITOR & PUBLISHER for January 15, 1972

# Benefits of OCR depend on all-out managerial plan

Part of the solution to rising costs of reducing newspapers lies in the proper tailoring of management plans, members of the Great Lakes Newspaper Mechanical Conference were told during a three-day meeting this week in Cleveland.

Preparing of newspapers for production is total systems, from the reporter's typewriter to the press room, needs high quality management planning, as well.

Robert Moyer, production manager of the *Trenton* (N.J.) *Times*, traced that newspaper's experiences with optical character recognition. The *Times* field tested CompuScan's 170 for eight months. Before the test began, Moyer said, his publisher asked why the *Times* should be interested in the OCR operation.

Moyer's answer was that it would save man hours in the composing room; reduce the time lag between the receipt of last copy from classified and makeup of the classified pages; reduce the number of original errors, including reporter errors overlooked by editors; provide the means or automatic input of computer billing of transient classified ads; and reduce the skill required to prepare input for computer typesetting.

## Greater savings due

The *Times* operation, Moyer said, treats OCR as though it were a Teletypesetter operator. A former TTS operator sits at a typewriter located adjacent to the CompuScan and spends approximately half her time preparing new input. In the other half of her time she processes copy prepared by others.

The IBM Selectric is used as the input device, 12 in classified, 19 in the newsroom and four in composing. Moyer said the installation and training in classified was minimal compared to the newsroom.

As for cost, Moyer said the *Times'* OCR system is saving approximately 75 hours per week. The newspaper will go on line in March, with greater savings shown, Moyer predicted.

At that time the need for reviewing and editing OCR input prepared by other than composing room personnel will have been eliminated. Whatever is received typed will be read into the system, justified and hyphenated and cued to CRTs for proofreading and editing. When it is corrected, it will be processed for page makeup.

Moyer said the major problem encountered with successful OCR use was the lack of a detailed management plan which had the approval of all departments providing input.

In using the system, Moyer said his company had become convinced the most efficient way to edit copy received from classified and news is by the use of a CRT—not by inserting in a typewriter. As the composing room changes from hot metal to photocomposition, including the

regeneration of the classified section each day, the CompuScan becomes a more advantageous piece of equipment, in Moyer's judgment.

## Letterflex on small daily

In a non-metropolitan offset session, Gary Blower, production manager of the *Mount Clemens* (Mich.) *Macomb Daily*, described his paper's conversion to the Letterflex printing system. The *Macomb Daily* has been on this system for 14 months. He told of some of the problems and benefits.

Originally, in an endeavor to combat rising costs, it became necessary in 1965 to convert advertising composition from hot type to photocomp and to install an engraving department. This move saved many man hours and dollars, but it as apparent from the outset that the remainder of the hot type operation would have to be converted to photocomp.

The remainder of the hot type was phased out and replaced with updated computerized photocomp equipment. This move necessitated expansion of the engraving department to enable Blower to engrave the complete pages rather than just ads.

Again, considerable savings were effected, but it was immediately evident that these savings were being dissipated by the increased costs brought about through the engraving of complete pages and, of course, the *Macomb Daily* still had not eliminated the need for the mat roller and stereo equipment.

Alternative methods of producing plates were studied and the newspaper turned to Letterflex.

## Correct tolerance

One difficulty encountered was in achieving the correct bend in the press plate, one that would give the correct tolerance needed with the saddle lockup. Plates were being produced that were either too long or too short and, in some instances, crooked.

Blower said the W. R. Grace Co. had assured him that a new approach of lock-punching plates and installation of lock-ups was being developed and would be forthcoming, but it wasn't a sufficient enough improvement to warrant a change from the lockup system in use.

These difficulties were corrected to the extent that the *Macomb Times* was able to proceed to the final step.

Blower said the basic problem encountered with the Letterflex system is that of plate smudging at the top of the page. This has been partly eliminated through placing a rule across the top of the page just below the folio; shaving the back of the blankets at the crown, and cutting the underpacking short of the crown.

In both instances the smudging problem was improved to some extent but this still remains an area where there is considerable room for improvement.

Blower said he had been informed that W. R. Grace's Polyfibrion Division is making a test blanket for Letterflex users. The blanket will consist of adhesive underpacking with a top draw sheet.

Another area where improvement must be shown is in the reproduction of the

newspaper's half-tones. Quality reproduction has not been attained, Blower said, and Grace has a new method of improving these, he said.

The positive side of the Letterflex use, Blower said, is the reduction of nine to three men, reduction in material costs—\$5.50 to \$3 per plate; increased speed in plate processing, and machine dependability.

Melvin K. Shook, production manager, *Elyria* (O.) *Chronicle-Telegram*, said he thought one of the reasons the word "offset" makes some employees and publishers shudder is the lack of knowledge of lithography.

Speaking of the outstanding process color being produced by the *Chronicle-Telegram*, Shook said editorial color is run at least three times a week and on Sundays there are three or four pages with color.

Management feels that paper waste in the offset process is not excessive; about two percent more than letterpress. Black ink is more expensive but more mileage is gained than with letterpress ink. Shook is keeping records on this phase.

Shook said one of the most satisfactory ways of keeping costs down when beginning with offset is to give pressmen all the training they can absorb. *Chronicle-Telegram* pressmen were sent to another Goss Metro user for one week each for work and experience. Classes were held in the evening for the learning of press functions, and the new language that goes with lithography.

Many suppliers are working to provide better products at a fair price, Shook said, to help increase efficiency and to do it at a reasonable cost. As an example of their help to the *Chronicle-Telegram*, it now has a better etch for fountain solution; lower plate costs, and some improvement in the linting problem of newsprint. Shook would like to see more improvements in newsprint for consistency from one shipment to another, improvement in offset color inks and a dry offset plate.

The *Chronicle-Telegram* thinks so much of its color that it added, on January 12, another half deck to the press to accommodate more.

Nearly 1,000 members turned out for the winter meeting of Great Lakes and more than 70 new machines were exhibited.

## Bennett Fund sends 90 youths to college

Ninety college students, all of them children of New York City newspapermen, were granted scholarship awards totaling \$71,300 during 1971 by the James Gordon Bennett Memorial Corporation.

William R. White, treasurer of the charitable foundation established to aid newspaper workers and their families, reported to directors that the financial aid provided by the corporation had made it possible for many students to go to college or remain there who would otherwise have been unable to continue their education.

In the six years that the foundation has been awarding scholarship grants, total gifts to students have amounted to \$207,875.



By Roy H. Copperud

## The Well Defiled—II

(This is the second of two columns commenting on a statement by Prof. Donald C. Freeman of the University of Massachusetts-Amherst that spelling is hardly worth teaching.)

As a teacher of journalism confronted by students who cannot spell, I often consider myself in the position of a college teacher of mathematics who discovers his charges have a shaky grasp of the multiplication table. The first thing I must do is destroy the confidence these students have that they can spell, a confidence acquired, apparently, under teachers who could not spell themselves and therefore did not recognize mistakes when they saw them.

Spelling certainly has something to do with neatness, Prof. Freeman to the contrary—or perhaps with powers of observation, which are worth cultivating as having been chiefly responsible for bringing men out of the cave. As for intelligence, an indifference to what society sets great store by seems not quite bright, regardless of what large philosophical considerations may be raised against it.

Prof. Freeman says he has been contending for many years against "the stupidity of putting spelling above creative thinking in composition." Well, that is indeed stupidity. But anyone who has attempted to teach writing knows that what talented young people need most, usually, is discipline. They need to learn to examine their own work to make sure that their sentences hang together properly, that they have said what they intended to say, and that they really know the meanings of the words they use and are not making some ludicrous misapprehension. Maybe the cultivation of care with spelling contributes

to this discipline. Surely it could do no harm.

Very few students are capable of truly creative thinking, and those who have this ability do not get it from their teachers. But all of them desperately need workaday skills like multiplying, dividing, spelling, and expressing simple ideas in plain English, as well as social graces like wiping the nose and whatever it is that impels most men to keep their shoelaces tied. Scott Fitzgerald was a notoriously poor speller who nevertheless was able to have his errors corrected gladly. But misleading ordinary students to think that they have creative talents that place them above having to learn the basic things society insists on is a gross disservice, something of which teachers should be ashamed. "I'll can he rule the great, that cannot teach the small"—Spenser.

Spelling is of no real consequence, Prof. Freeman argues, because it became a virtue only in the 18th century, when it was regularized by Dr. Samuel Johnson's dictionary. Before then, in what Prof. Freeman presumably regards as the good old days, people just didn't care, he says. Well, I believe Dr. Johnson and his friends had to dodge slops thrown from upper windows as they passed along the street. People just didn't care about that, either. Regularized spelling, artificial or no, has incalculable advantages, as anyone realizes who has ever put a publication together, or who has ever written anything for publication. But Prof. Freeman does not want English teachers even to tell students to use the dictionary.

Prof. Freeman quotes Schiller: "Against stupidity the very gods themselves contend in vain." I hope this quotation is not used against him sometime by a former student who swallowed his appraisal of the importance of spelling and consequently came to grief.

## Competition ends in DeKalb, Illinois

A merger has erased DeKalb, Illinois (population 35,000) from the list of U.S. cities with newspaper competition.

The Hagadone Newspapers division of the Scripps League, which acquired the *DeKalb Chronicle* (evening 13,000) three years ago, has bought the subscription list (5,300 paid) of the *DeKalb County Journal*, morning-Sunday tabloid.

DeKalb County Press Inc., owner of the *Journal*, will continue in business as a

commercial printer. Its principal product is *TV Time*, which appears as a supplement in newspapers circulated in four states. Soon the run for *TV Time* will exceed one million copies, according to John Castle, president of the firm.

In the announcement of the Chronicle-Journal merger, *Journal* publisher Paul Sherman said it had become evident that DeKalb County Press could not continue to publish both *TV Time* and the *Journal* in its present plant without seriously impairing the quality of the *Journal* or impeding the growth of *TV Time*.

## Highway death toll in ghastly epitaphs

In an unique application of shock treatment to curb highway accidents, the *Hartford* (Conn.) *Courant* filled half a page in the Sunday, January 2, edition with the 8-point line "I am Dead." Each line, a ghastly epitaph, the paper said, represented the name of a person alive on January 1, 1971 and dead on January 1, 1972, due to motor vehicle accidents in Connecticut.

The listing was given alphabetically, according to the actual names of those killed. Readers were invited to count them and at the end, they were told the correct answer was 482.

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## 'Ma' won't retire; she keeps her weekly

Margaret "Ma" Murray, 84-year-old publisher of a weekly newspaper in British Columbia, is going to continue her paper at Bridge River.

She said she "chickened out on the deal" to sell it because she'd miss the action—and also the economic climate is improving around Lillooet.

But more important, says Ma, she's been doing some hard thinking about herself. If she makes it through to next August, she'll be 85, "So what in hell's the point in retiring anyway?"

She offered the newspaper for sale in October—and received several hundred inquiries. Ma and her late husband took over the operation in 1933.

## George Frazier column back in Boston Globe

By popular demand, the *Boston Globe* has reinstated columnist George Frazier, irascible, irreverent, unpredictable Beantown chronicler revered by the literati. He was banished last September but editor Thomas Winship rehired him last week and positioned his column on the Living page.

Frazier has a nationwide following with his articles, mainly on fashion, in *Esquire* magazine. Several years ago, during a long New York City newspaper blackout, he gained a wide readership for his column then appearing in the *Boston Herald*.

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Myths about newspaper advertising.

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Myths about newspaper advertising.

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Myths about newspaper advertising.



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For example, the following are some of the reasons why newspaper advertising is so ugly:

- 1. The design is too cluttered.
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- 3. The layout is too complicated.
- 4. The colors are too bright and garish.
- 5. The overall effect is too busy and overwhelming.

Print Advertising Association, 211 East 43 Street, New York, N.Y. 10017

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TO ORDER  
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PRINTING  
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FOR ANY ONE OF THESE  
NEW PRINT  
PROMOTIONS.**

Don't have to.  
Under the way this one  
information you need to  
at information because  
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question, if you didn't  
ing it?

NY 10017

**PRINT ADVERTISING ASSOCIATION  
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**Please send me the kind and size of reproduction materials checked below for the new PAA ad headlined**

Indicate headline of first advertisement you want to use.

**TYPE OF PRINTING MATERIALS NEEDED**

☐ repro proof ☐ film ☐ mats

(These ads available in black and white only.)

**ADVERTISEMENT SIZE WANTED**

☐ 1800 lines (7 cols. x 257 lines) ☐ 1000 lines (5 cols. x 200 lines)

**NAME** .....

**PUBLICATION** .....

**ADDRESS** .....

**CITY** ..... **STATE** ..... **ZIP** .....



## FOUR-DAY WEEK

Claiming "firsts" in the newspaper business is always risky—but Dan De Repentigny thinks his two Maine weeklies are the first paid circulation papers in the U.S. to put employees on a four-day work week. He also thinks he may have the only true psychedelic linecasting machine in operation.

One thing is clear—if he isn't the first in these areas, he's certainly near the top.

De Repentigny is publisher of the 96-year-old *Boothbay* (Harbor) *Register* and the two-and-a-half-year-old *Wiscasset Newspaper*. He's also the owner of a healthy commercial printing operation.

Because of the resort area nature of Boothbay Harbor, winter residents are few and summer residents are many. Average circulation (it has to be average because in winter it's low and in summer it's high) is 3,900 for the *Register* and 925 for the *Newspaper*. They have circulation in all 50 states and seven foreign countries because of summer residents who take subscriptions for the cold months.

### Non-union shop

The papers have 11 non-union employees—four up front and the rest in the backshop. In the summer De Repentigny hires journalism students part-time.

Early last year he got the idea that the work week might better be utilized with a shift in hours. He experimented for seven months with combinations of hours and days. The result has been that the papers were officially put on a work schedule of four, nine-hour days a week two weeks ago. The hours are 7:30 a.m. to 5:30 p.m. with an hour for lunch.

The arrangement has been a success in De Repentigny's opinion. He's convinced that he's getting more than 40 hours work in the 36-hour period. The employees, who are paid on a 40-hour basis, have long weekends.

De Repentigny said a business such as his lends itself well to a four-day week.



Dan De Repentigny

There are two weekly products that must be gotten out on Wednesdays and Thursdays (the *Newspaper* and *Register* respectively). The momentum builds up the first four days of the work week, with a drop off on Friday.

### Time for fervor

De Repentigny feels he is taking advantage of that momentum at the time it means the most and because of the longer day utilizes that fervor more fully. "I'm breaking off the work week at the high point of the momentum and not letting it drag into Friday."

One offshoot of the plan has been an almost total decline in overtime hours and pay. The work is getting done during regular hours.

"People have a tendency to fill the available time with the available work," the publisher said.

The decline in overtime pay has not bothered those employees who depend on the extra money because they now have an extra day a week if they want a parttime job. Otherwise they have an extra day of relaxation.

Another thing De Repentigny has found is that his papers are getting out sooner, without a change in deadlines. "You can set a watch by the promptness in getting the papers out now" he said. Previously there were weekly fluctuations of several hours in the times the papers were reaching the stands.

### 'Crazy not to do it'

De Repentigny, talking about his fellow weekly publishers, said "They're crazy not to go to the four-day week if they can handle it," because a weekly newspaper operation is ideal for the shorter work week.

Of course the boss himself doesn't practice what he preaches. The office may be closed Fridays, Saturdays, and Sundays, and his employees may be off enjoying themselves, but, as he said, "I find it kind of tough not to come into the office at least a little while each day."

He checks in at the office every so often to monitor his automatic answering device in use when the office is closed. He wants to pick up important messages.

He said there were some slight grum-

blings from advertisers and readers about the office being closed on Fridays, but, he predicted, "they'll get used to it."

"Some businessmen," he went on, "raised their eyebrows when we first went to the four-day week, but now many are asking questions about the success of the plan."

De Repentigny conceded that many types of businesses can't afford to close up shop for three days a week but pointed out that some local insurance people are thinking of experimenting with staggered hours for employees.

It should be noted that De Repentigny has unusual employees. In the two and half years he has owned the papers, there have been no absences for any reason. If an employee has to see a doctor or dentist he takes a couple hours off then comes back—this isn't office policy, it's by their own choice. No wonder the publisher calls them "dedicated."

### 'Hippie' at the keys

One of those "dedicated" employees is Julian Babcock, whom De Repentigny fondly calls "my hippie Linotype operator."

Babcock, who at 30 claims to have been running linecasting machines since he was 13, calls himself a "bohemian printer."—one of those "restless wanderers who can always see brighter pastures in the next state."

In the past 12 years he has tapped keys in no fewer than 37 shops in 15 states and Holland.

But he has found what he considers a good situation at Boothbay and may stick around for a while. He works two 10-hour days—"leaving five straight days free to study, roam the area's vacation paradise, swim, and so on."

Whatever Babcock's lifestyle, De Repentigny thinks highly of him and his abilities as a printer. He even helped create for Babcock his own "Linotype environment." This entailed painting the walls around the machine, and the machine itself, in a multitude of colors. "To suit our carnival spirits" was how Babcock phrased it.

Purple, yellow, silver, gold, orange, blue—you name the color—it's on Babcock's machine.

He regards the machine as more than just a piece of hardware. He philosophizes that the "Linotype is indeed the realization of the dream of the ancient alchemists (and on a scale undreamed of)—for around the clock millions of machines are turning actual lead into the gold of human thought."

It gives the old backshop workhorse a new dignity.

## Plan Virginia workshops

The journalism study committee of the Virginia Press Association, under the chairmanship of Alf Goodykoontz, managing editor of the *Richmond Times-Dispatch*, is making plans for a series of regional workshops for journalists. The committee met last week during the mid-winter convention of the Virginia Press Association and News Writers Seminar in Richmond.

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## NORTH DAKOTA RETAIL SALES — CENSUS & ESTIMATES

1967 U.S. Census Estimate (\$1,000)			E&P 1970 E&P 1971 Estimate Estimate (\$1,000) (\$1,000)			NUMBER OF STORES and 1971 ESTIMATE OF SALES (\$1,000)																	
			Lbr.	Hdwr.	Gen.	Mdse.	Food	Auto	Gasoline	Apparel	Furniture	Eat, Drink	Drugs										
ATE TOTALS...			1,001,410	1,112,567	1,150,620	1,016	226,886	349	111,299	864	200,212	425	218,456	925	91,915	326	50,970	293	40,907	1,598	77,909	196	40,074
STANDARD METROPOLITAN STATISTICAL AREAS																							

ANDARD METROPOLITAN STATISTICAL AREAS

rgo-Moorehead, D.-Minn.....	214,477	235,285	250,345	112	28,759	37	30,749	12*	"	"	"	"	"	"	"	"	"	"	"	"	"
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## INCOME, HOUSEHOLD, FARM PRODUCTS NORTH CAROLINA

E&P Estimate 1971	TOTAL PERSONAL INCOME E&P 60 Estimate (add 000)	HOUSEHOLDS 1971 Number of Households	E&P Income per Household	FARM PRODUCTS (1964)	
				Number of Farms	Value of Crops (add 000)
48,977	7,138,000	1,401,084	11,839	148,202	761,838
2,290	298,808	43,484	11,380	2,471	2,588
2,290	147,244	114,238	13,134	3,171	5,515
2,290	147,244	114,238	13,134	1,793	7,219
2,290	147,244	114,238	13,134	1,400	8,432
2,290	147,244	114,238	13,134	8,397	26,446
2,290	147,244	114,238	13,134	2,763	22,346
2,290	147,244	114,238	13,134	1,839	5,237
2,290	147,244	114,238	13,134	10,874	12,698
2,290	147,244	114,238	13,134	1,626	4,883
2,290	147,244	114,238	13,134	1,626	1,228



# Virginia editors urged to accent local reporting

By Lenora Williamson

Statesmen and politicians have from time immemorial announced specific speech titles and then wandered far afield on their banquet circuits, but such was not the case in Richmond last weekend when the lieutenant governor of Virginia, Henry E. Howell Jr., addressed the annual meeting of the Virginia Associated Press Newspapers.

Howell went right to his topic—"The Role of the Press in Virginia's Future"—dispensing with mimeographed text and talking in conversational tones, the accent softening the words, but not their intent.

"Great copy rattles across the Teletype . . . but too much of that doesn't fill the diet of your people . . . they want news related to them."

The state executive, self-described as a frustrated reporter, challenged publishers to release reporters "to go out and forget about deadlines and do in-depth reporting of the things that need to be reported if we are going to create a civilized society . . . I am hoping there will be a revival of true journalism committed to independent inquiry on what the facts are."

Howell asked the news executives to "assign a reporter for days, a week, a month or whatever is necessary to bring to the attention of people problems of industry, consumerism, drugs, poverty, population, labor, management, and regional planning.

"We are the people who are going to suffer if we don't solve these problems . . .

the power of the press is the only way to solve it," he declared.

## Willing to fight secrecy

Identified frequently as "Virginia's counterpart to Ralph Nader," Howell said he needed the "energy and resources" of the press for "common cause" with his non-partisan mission to "make the system work."

He cited the Virginia Freedom of Information act of 1968, but said it had no teeth. "It should be beefed up and violators given fines and jail sentences." The lieutenant governor pledged his "leverage" to assist the press in getting the facts.

"You all can not survive on secrecy in government," he emphasized.

Just returned from a week's vacation in Florida, Howell brought copies of two newspapers that had captured his interest there and announced he was sending a month's subscription for the *Tampa Tribune* and the *St. Petersburg Times* to publishers of Richmond and Norfolk papers.

The official's journalism lecture developed as he held up sections of the Florida papers and ticked off the local news and feature stories. They are readable and attractive and informative for everybody, he announced, adding he wanted Virginia's papers to be No. 1.

"Our big, rich newspapers," he complained, "are giving Virginia less than the best."

Howell said he was grateful to publishers and editors for creating a climate where reporters were investigating problems of the counties, cities, and towns.

Jack F. Davis, general manager of the *Winchester Evening Star*, is succeeding Barton W. Morris Jr., executive editor of the *Roanoke Times* and *World-News*, as chairman of the VAPN. Ed Storey, managing editor of the *Newport News Daily Press*, is vicechairman.

Robert S. Gallimore, Virginia bureau chief of the AP, announced the award for best picture of the year to Bob Brown, Richmond Newspapers, for his series of a one-legged boy competing in the News Leader's Punt, Pass and Kick contest.

## Awards presented by VPA

The Virginia Press Association devoted its mid-winter convention dinner to conferring honors on more than 100 news writers and photographers.

The W. S. Copeland Memorial Award for community service went to the *Norfolk Ledger-Star* and the *Loudoun Times-Mirror*. The *Ledger-Star* was cited for a special section on pari-mutuel betting and the *Times-Mirror* for a series of consumer-oriented stories.

"In a pressurized world where too often the press gets only criticism, we need to have some compliments," announced awards chairman Joseph W. Dunn Jr., *Norfolk Virginian-Pilot*, as he began presentations.

Most of the winners were present, with the staffers being called in a group according to their individual newspaper. The *Richmond Times-Dispatch* staff captured the most awards in writing and

photography with four firsts, three runner-up and four honorable mentions.

The newly-installed president of the Virginia News Photographers Association, Charles Meads, *Norfolk Virginian-Pilot* and *Ledger-Star*, announced the title of Photographer of the Year for Bob Jones of Richmond Newspapers, and the television Cameraman of the Year title to Ben Pulliam of WTAR, Norfolk.

A surprise gift presentation was made to Frances Reid, associate publisher of the *Loudoun Times-Mirror*, for her years of service to the press in Virginia.

## Changes are sought in state FoI laws

Two basic changes in the Virginia Freedom of Information act are being advocated by the FoI committee of the Richmond Chapter of Sigma Delta Chi, which is seeking support from other press groups for action at the current session of the Legislature.

Dave Burton, *Richmond News Leader*, reported to press groups meeting in Richmond last weekend that the changes to be sought would be:

1. A requirement that an agency state specifically the reason for going into executive session.
2. A requirement that an agency set a date for a public hearing before going into executive session for any topic to be discussed in executive session on which a public hearing would be held later.

## Statewide survey

Burton's report included results of a Virginia survey on freedom of information conducted by the News Leader. Among the conclusions:

—Governmental secrecy is more prevalent in rural areas than in cities and urban counties and school boards generally are more open in their conduct of public business than are governing bodies.

—There is little apparent public activity in behalf of the FoI Act.

—Access to public records generally is good and rapid.

—Public bodies frequently violate the act when they go behind closed doors and discuss more items of public business than they are allowed by the law.

—Many officials apparently aren't too concerned about the act because it lacks provisions for fines or penalties for violators.

—Many media executives and reporters tend not to make an issue of "freedom of information" with government officials and many reporters either don't know the law's specifics or fail to use them to obtain public information.

## Tass status raised

The official government status of Tass, the Soviet Union news agency, was embellished this week. It is now state committee in the Soviet bureaucracy and its director, Leonid M. Zamyatin, has the rank of minister.

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# Wee Pals' strip akes its creator nto big business

By Jim Scott

Integration came later to the fiercely competitive world of cartooning than it did to sports. But the progenitor, Morrie Turner, of Oakland, California, is making just as big as Jackie Robinson did in baseball, proving anew to youngsters that it's talent, not color, that counts.

The genial Morrie, whose voice flows as soft as sorghum, is the creator of "Wee Pals," a daily comic strip that the Register and Tribune Syndicate, Des Moines, distributes to 75 papers, including two in Africa.

(One African girl wrote Morrie: "Is it possible to make a living selling lemonade the street?")

"Cartooning has always been the big interest in my life," says Turner. "But newspapers have provided me with an extra bonus. It's prestige, prestige that opens many doors, principally, the door to childhood."

## Close to children

Turner appears frequently before school children in Oakland and Berkeley for "chalk talks." He's particularly proud of the "Wee Pals Read-in," which he conducts during the summer in Berkeley public libraries. Sometimes children refuse to believe that this kindly gentleman is an artist but their doubts vanish rapidly as he sketches Nipper on the blackboard. He draws about 30 letters a week, about half of them from youngsters. They even send him cartoon ideas—some usable.

Morrie gets no inspiration from his own family, for his and Letha's only child Morris, is grown, gone and working for the telephone company.

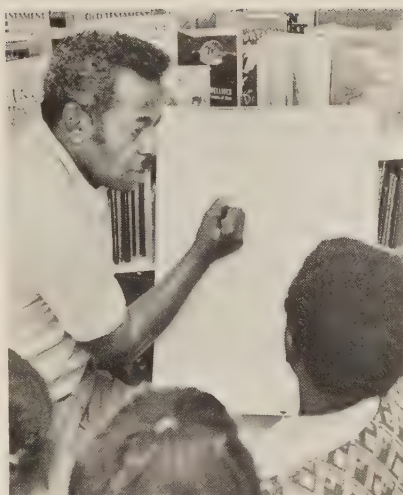
Charles Schulz, of "Peanuts" fame has seen Turner's hero, and he admits patterning "Wee Pals" after "Peanuts." (Schulz's first strip was called "Little Folks")

Like Schulz, Turner now is big in books—author of four cartoon works, "Wee Pals," "Kid Power," "Right-On, Wee Pals," and "Wee Pals Getting Together." He's also produced two children's books, "Nipper" and "Nipper Power." Moreover, he and Letha turned out a "Black and White" coloring book.

Further, Morrie authored "Freedom," a cartoon compilation of opinions of 10th grade pupils in Berkeley schools. Another of this stripe, bowing shortly, is "God is Groovy," in which youngsters talk about God.

Turner also is following Schulz into television. ABC will give Nipper and his friends the full-hour treatment in the fall.

Again like Schulz, Turner has gone into merchandising. An Oakland firm, Outta Print, is producing Wee Pals T-shirts, bearing such legends as "Rainbow Power" and "Peace Loves Peanut Butter and Jelly."



MORRIE TURNER conducts a chalk talk for children in Berkeley school. (Photo by Leo Cohen, Oakland Tribune).

## Nocturnal artist

A comparative little guy himself, at 5-9, 165, Turner has odd work habits. He prefers the still of the night.

He starts work at midnight and remains at the drawing board until around 4 a.m.

"I also watch television," "Rather, I listen to it. I watch the start of a movie for about five minutes to place the characters in my mind, then turn away from it to go to work. After that, I don't see the screen but simply hear the words."

He sleeps till around noon. Oatmeal is his favorite breakfast food.

The Turners occupy a two-bedroom unit in an Oakland apartment building, and one bedroom serves as his office. Plaques

(Continued on page 46)

## NOTICE:

### Fire Fighters Awards Contest

The contest honors news media for reporting and photography that best portray the professional and hazardous work of the Fire Fighter in the U.S. and Canada.

Six categories, each with a first prize of \$500 and second prize of \$250.

Material published between Jan. 1 and Dec. 31, 1971, is eligible. Entry deadline is March 15, 1972.

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## Morrie Turner

(Continued from page 45)

and trophies he has won decorate the walls.

Morrie finds plenty to do after breakfast. With Letha's help, he answers his mail. Besides his grade school visits, he teaches an adult cartoon class at night at Laney College, and also serves the Volunteer Bureau, a wing of the Community Chest. And several times monthly he planes to the East or Midwest for appearances before school and parent-teacher groups.

Turner didn't make an impressive start in cartooning. In fact, he flunked an art course at Berkeley High, where his only fame came as a quarter-miler on the track team. ("We were always drawing flowers," he said. "I prefer people.")

At this time, Morrie had already started sketching friends and neighbors.

After his graduation from high school, Morrie Turner joined the Army—and it was in camp papers that his cartoons first appeared.

### In police clerk's job

At war's end, Morrie returned home in 1946 and married his high school sweetheart. He caught on as a police clerk in Oakland, remaining on the job 13 years.

In his spare time, Turner kept busy at the drawing board. He sold often to trade journals, then he began hitting *Collier's*, *Look*, and the *Saturday Evening Post*.

By 1960, Morrie was making enough on his cartoons to quit his job and go full-time into his beloved avocation. He began turning out "Dinky Fellas," for free for the *Berkeley Post*, a black weekly. It included only three characters; today, 11 populate Wee pals.

Lew Little, looking for a Negro strip for his syndicate, heard about Turner's talent in 1964, checked over his *Post* creations and signed him up.

The Oakland Tribune and the Los Angeles Times were the first papers to accept the strip—and Morrie was on his way. Since then, it has been only onward and upward.

In his Sunday cartoon, Turner early introduced "Soul Corner," in which he often salutes some outstanding Negro out of the past.

"Letha does all the research on this for me," said Morrie with a wink.



AT SOUTH POLE—Copley Newspapers' flag flies now at Antarctica, hoisted there recently by Robert Letts Jones (at left), president of the California-Illinois publishing group. Jones was a guest on Operation Deep Freeze '72.

## Prison abuse stories lead to indictment

A months-long investigation by a *Cleveland Plain Dealer* team of reporters into stories of mistreatment of patients at the Lima State Hospital has resulted in the indictment of 31 persons by a grand jury. The charges include torture, aggravated assault and sodomy. State detectives, assigned by Ohio Attorney General William J. Brown to probe the hospital, used "leads" from 80 stories in the *Plain Dealer*, which began last May 14.

State Editor Wilson Hirschfeld sent reporters Richard C. Widman and Edward P. Whelan and photographer William A. Wynne to Lima last May. They interviewed scores of doctors, psychiatrists, social workers, patients, employees and former employees over a 7-week period, working 7 days a week and as many as 20 hours a day and seldom fewer than 16. Stories ran on Page 1 for 19 of the first 23 days after the story broke.

## Gannett editor named

Burton H. Blazar, managing editor of the *Elmira* (N.Y.) *Star-Gazette* and *Sunday Telegram* of the Gannett Group since January 1, 1965 has been promoted to editor of the newspapers. William F. Mungo Jr. succeeds him as managing editor and Fredrick W. Box will be assistant managing editor.

## Deaths

JOHN J. MCGRAIN, 57, commodity reporter in the Washington bureau of Reuter news agency; January 4.

\* \* \*

JESSIE REID TAYLOR, 76, retired (1966) conductor of the *Chicago Tribune's* Friend in Need column under the pen name of Sally Joy Brown; January 1.

\* \* \*

WILLIAM ROSE, 52, Baptist minister and religion writer for the *Oakland* (Calif.) *Tribune* since 1954; December 20.

\* \* \*

EVE SPEARE, 96, writer of a weekly column on New England history for the *Manchester* (N.H.) *Union Leader* until recently; January 5.

\* \* \*

DANIEL F. COUNIHAN, 85, creator of "Little Napoleon" and "Betty Boop" cartoon strips; a former sports cartoonist for the *Providence* (R.I.) *Journal* and *New York World*; January 5.

\* \* \*

VES SPRAGUE, 68, executive editor of the *Pawtucket* (R.I.) *Times* the past two years; managing editor for 20 years; native of Oldham, England; January 5.

\* \* \*

PAUL M. KIENZLE SR., 77, a former publisher of the *Tyrone* (Pa.) *Herald*; January 2.

\* \* \*

PERRY AYCOCK, 43, an AP photographer based in Raleigh, N.C.; January 5.

\* \* \*

WILLIAM ALVIN WHITE, 77, former reporter, city editor, columnist with the *Pittsburgh Press*; January 4.

\* \* \*

HUGH W. ROBERTSON, 83, retired editor and vicepresident of Westchester County (N.Y.) Publishers; pioneer aviation writer; reporter and editor on the *Arkansas Gazette*, *Nashville Tennessean* and *New York Herald* before becoming managing editor of the *Yonkers Herald Statesman* in the Westchester group; January 9.

\* \* \*

RAYMOND M. GUNNISON, 84, a former publisher of the *Brooklyn* (N.Y.) *Eagle* and board chairman of R. H. Donnelley Corp.; January 6.

\* \* \*

FRANK L. HUGHES, 63, retired *Chicago Tribune* reporter and editorial writer; January 4.

\* \* \*

DIXON LANIER MERRITT, 92, editor of the *Nashville Tennessean* 1914-17, Washington correspondent for *Outlook* magazine, editor of the *Lebanon* (Tenn.) *Democrat*; historian and poet; January 9.

\* \* \*

WILLIAM CARNEGIE BOLE, 61, editor of the *Better Living* magazine in the *Cleveland Plain Dealer*; stamp collector of note; January 6.

\* \* \*

ELIZABETH PENROSE HOWKINS, 71, women's news editor of the *New York Times* 1955-65; former editor of *Glamour* magazine; January 10.

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key Photo	34 3/4	35 1/8
ine Cascade	16 1/2	16 7/8
ital Cities Bdcstg.	18 1/8	18 1/4
wies Communications	48 1/4	49 3/4
own Zellerbach	10 1/4	10 1/2
rtler Hammer	33 1/2	34 1/4
lyco Corp.	40 5/8	38 7/8
igital Equipment	19 1/2	20 1/8
isman Kodak	77 1/4	77 1/4
ra Corp.	96 3/4	95 3/4
child Camera	30 3/4	32 1/4
ote, Cone, Belding	28 1/8	31 1/4
nnett Co.	11 1/2	12 1/4
orgia Pacific	58 5/8	59 1/4
ard Northern Nekoosa	44 1/4	44 1/2
arris Intertape	49 4/8	49 1/4
nont	51 3/4	53 3/4
terpucible Group	12 1/4	14 1/4
emberly Clark	34 3/4	34 3/4
ight Newspapers	25 1/4	25 1/4
rth American Rockwell	28 1/8	28 1/8
ardson Co.	69 1/4	71 1/4
dder Publications	30 3/4	34 1/4
to	13 1/4	13 1/4
n Chemical	26 1/4	27 1/4
W. Thompson	79 1/4	80 1/4
ne Inc.	29 3/4	30 1/4
mes Mirror	43 1/4	44 1/4
ells Rich Greene	57 1/2	56 1/2
ile Consolidated	50 1/4	49 1/4
	22 1/4	23 1/4
	20 1/2	22 1/2

(AMERICAN STOCK EXCHANGE)

ompugraphic Corp.	10	10
omtar	12 1/4	12 1/4
treinrich Photo	21 1/4	21 1/4
Edwards	18 1/8	18 1/8
edia General	39 1/4	39 1/4
lgo Electronics	18 1/2	18 1/2
illmaster Onyx	13 1/4	13 1/4
aw York Times	21 1/4	21 1/4
L Co.	6 1/2	6 1/2
northwest Forest Ind.	16 1/4	16 1/4
ashington Post	24 1/8	24 1/8
ood Industries	19 1/4	19 1/4

(OVER THE COUNTER)

merican Financial Corp.	30 5/8	33
oth Newspapers	29 3/4	30 1/4
ston Herald-Traveler	16 1/4	16
on Corp.	4	4
mpuscan	5 3/4	4 3/4
rfascan	7 1/2	7 1/2
ow Jones	42 1/8	40 5/8
owne Comm.	25 1/2	8 7/8
yle Dan Bernbach	25 1/2	25 1/2
rey Advertising	16 1/4	15 3/4
rieftron	3 3/4	3 3/4
ultimedia Inc.	37 1/4	37 1/4
ilvly Mather	41 1/4	42 1/4
oton	7 1/4	9 1/8
st Corp. (Wisc.)	23 1/2	22 1/2

(CANADIAN EXCHANGE)

ditibi	7 3/4	7 3/4
C. Forest	21 1/2	23
real Times Paper	7 1/2	18 1/4
ayle William Bloedel	25 1/2	25 1/2
utham Press	18 1/2	19 1/2
omson Newspapers	29 1/2	31 1/4
ronto Star Ltd.	40 3/4	41 1/4

## Wine Institute gives prize to Mrs. Church

Ruth Ellen Church, food and wine editor of the *Chicago Tribune*, has won the 1971 Wine-and-Health Writing Award. The award carries with it a prize of \$1,000 and an engraved silver wine cooler.

Mrs. Church's article, "Wine—and Its Importance as a Medical Aid," appeared on June 5, 1971, in the *Chicago Tribune*, as well as in the *Baltimore Sun*, *Minneapolis Star*, and *Honolulu Star-Bulletin*.

It noted that "Today's physicians are rediscovering and further exploring the medical uses of wine, and today's hospitals are serving wine to patients."

EDITOR & PUBLISHER for January 15, 1972

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## ANNOUNCEMENTS

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## ANNOUNCEMENTS

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### NEWSPAPERS WANTED

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NEWSPAPER GROUP, sound, experienced, wants isolated, non-competive situated weekly/daily grossing \$300,000 up. Replies to Box 13, Editor & Publisher, handled in strict confidence.

ALAN G. LEWIS, Broker, currently listing over 100 bonafide buyers looking for your daily or top weekly. Ridge Rd., Hardwick, Mass.—01037. (AC 413) 477-6009.

LARGE WEEKLY/SMALL DAILY wanted by young, experienced manager with strong financial backing. Zones 1, 2, 5 or 9. Box 79, Editor & Publisher.

WE HAVE SOLID BUYERS FOR TOP DAILIES AND WEEKLIES  
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ILLINOIS, IOWA, WISCONSIN weekly wanted. Buy-in, work-in or buy outright. Box 91, Editor & Publisher.

SMALL BUT FIRMLY-BASED and well-financed newspaper organization wishes to buy daily in 5,000-10,000 circulation range, or large county-seat weekly in Penna., Md., N.J., Mass., Conn., or Vt. Substantial cash available. Box 1728, Editor & Publisher.

### NEWSPAPER SERVICES

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### ADVERTISING DISPATCH

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## NEWSPAPER SERVICES

### FEATURES AVAILABLE

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Education in action! Superior question-and-answer column, solving school problems of students, parents and teachers. Timely, informative, exciting! Reader questions answered! Send for samples and rates. Osborne House Feature Syndicate, P.O. Box E966, Menlo Park, Calif. 94025.

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Newspaper Press Installations  
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JUSTOWRITERS—Large selection of excellent trade-ins, for rent-lease, or for sale easy terms. NAPSCO, Berlin, Wisc., and 18 W 22 N.Y.C. 10010

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## MACHINERY & SUPPLIES

### COMPOSING ROOM

PHOTON 560 for sale. Used 3 years, pi mat, universal prism, 12 lenses, 2 magazines, 1 disk, \$12,500 or best offer by March. Call Joe Dupre (617) 897-8315, Infonetics, Inc., 146 Main St., Maynard, Mass.—01754

### FAIRCHILD PHOTO TEXTSETTERS

Two now running, Model 2000. Guaranteed lowest price. Cash or terms. Ph: (203) 875-0706 Frank Love, Journal Pub. Co., Rockville, Connecticut.

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LINOTYPE MODEL 5—No. 14112R with TTS operating unit, micro-therm crucible control. Star Automatic Hy-draulic Quadder. Linotype Model 14—No. 47717. Make offer. Dick Tanner, Monterey Peninsula Herald, P.O. Box 271, Monterey, Calif. 93940. Ph: (408) 872-8111.

2 SUPER QUICKS, Model 472; excellent condition; \$38,000 the pair. For information call or write Production Mgr., Capital Newspapers Group, 645 Albany-Shaker Rd., Albany, N.Y. 12202. (AC 618) 453-5720.

## MACHINERY & SUPPLIES

### COMPOSING ROOM

AVAILABLE NOW! Three "300" Comets, S#3217 (6 molds), S#3106 and S#3026 (4 molds), Electron S#70316 (6 molds) all with hydraquadders, mat detectors, electric pots, blowers, TOU units, Available March! two Electron Meteors, S#73373 and S#73120 with electric pots, mat detectors, TOU-75 units; also Compu-graphic JusTape Jr. See these running in Zone 8. E. H. Richey Co., 1417 Georgia St., Los Angeles, CA 90015. (213) 748-5954.

VARITYPE HEADLINER model 820 with 80 fonts of type; film and chemicals included. Will accept best offer. Call (212) 265-1996.

PHOTON 200B including two \$3,000 discs. Full price \$7,500. Ph: Willard Mecham (602) 264-0737.

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STACKERS (7)—Sta-Hi 1966 (Bonnier) Metro Stack Masters available immediately. All operational. \$4,900 each. Contact: Assistant Purchasing Mgr., New York News, Inc., 220 E. 42nd St., New York, N.Y.—10017.

SIGNODE NM44 NAROSTRAP automatic wire tying machine, 110-volt single phase with foot switch cycle control. Purchased new in late 1966 and is in excellent condition. \$5,000 "as is"—"where is." Contact Bob Childress, Circulation Mgr., The Daily Progress, Charlottesville, Va.—22902. Ph: (703) 295-9111.

## MACHINERY & SUPPLIES

### MATERIAL FOR SALE

SAVE MONEY on Headliner paper and litho films. Order from Natl. Publishers' Supply (NAPSCO), Berlin, Wisc., and 18 W 22 St., N.Y., N.Y. 10010

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31" Robertson Older Model w/Goerz Lens cheap, 21x25 NuArc Flitop, 30x40 NuArc FT 30x40 LNS Continuous 2 sided platemaker, Pako 24-2 Platemaker, 2 Kodak Versamat 11" Film, Processors, Model 411 CM New 1970 w/take up adapter & roll feed adapter and one Model 11CM new 1967 same extras, Simmons Chromega 8x10, 405-003F Enlarger with aerial film carrier, roll paper transport easel, counter, and automatic paper cutter.

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### PHOTOENGRAVING

FAIRCHILD SCAN-A-GRAVER, Model F389-2, Used 2½ years in light production, excellent condition. Have gone offset and must sell. Write: R. Neubauer, Daily Targum, Rutgers College Box 3007, New Brunswick, N.J. 08903; or call (201) 247-1766, ext. 6023.

## MACHINERY & SUPPLIES

### PHOTOGRAPHIC

STAT KING CAMERA, No. 1229, with Permatizer and Processor. Used 6 months. Excellent condition. The News-Journal Co., Wilmington, Dela. 19899. (301) 654-5351, ext. 336.

### PRESSES & MACHINERY

GOING OFFSET? Here's a golden opportunity to save thousands of dollars on what you intend to spend on a press. Harris STL Offset. Press. Prints 20 pages tab, 8 broad sheet. Printing area 36 x 48 plate size 38½ x 50. Variable speed. Anderson folder slits and folds to 16 pages, 38½ x 50 platemaker with good double MacBeth carbon lamp. All in good working condition. Move in 3 or 4 large sections. Local transportation, setup and instruction assistance available. \$3,900 f.o.b. N.W. Illinois site. Phone or write Ralph Long, Publishers' Service Co., P.O. Box 291, Clinton, Iowa—52732. (AC 319) 242-4420.

24-PAGE DUPLEX TUBULAR press. Excellent condition. Ball bearing, V-belt drive recently installed. Complete stereotype equipment. Premier shaver. Available Jan. 1972. Best offer. Daily American Republic, Poplar Bluff, Mo.

FOR SALE: Goss Dek-A-Tube press, 24 page with balloon former. Serial No. 214, and all related stereotype equipment and motor as is, where is. \$7,000.00 Available March, 1972. An itemized list of all stereotype equipment will be sent on request. All equipment is 14 years old and in superb condition. Lincoln O'Brien, Publisher, Daily Times, P.O. Box 450, Farmington, N. Mex.

PRICED TO SELL  
2 Units & One Half Deck  
HOE COLORMATIC  
22½" Cutoff—90° Stagger  
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NEWSPAPER WEB OFFSET presses, new and used; rebuilt and guaranteed; installation and service. New: Econ-O-Web perfecting presses, full litho color decks and the unique 4-color unit, all adaptable to any 22½" cut-off press. Designed and manufactured by Web Press Corp. 200 S.W. Michigan, Seattle, WA 98106. Call Tim York (206) 762-6770.

### WANTED TO BUY

SIX-UNIT URBANITE, top condition preferably with 3/color unit and balloon former. Give full particulars and specifications in first letter. Box 64, Editor & Publisher.

USED VANDERCOOK 2-color proof press (prefer a 32-38) with automatic frisket and two-piece register plate base. State model, number, condition, age, availability, and price. Contact: N. M. Lazenby, Times-World Corp., P.O. Box 2491, Roanoke, Va.—24010. Ph: (703) 981-3215.

COMET, equipped with hydraquadder, TOU-11 mat detector and 4-pocket mold disk. Must be good condition and available now. Call Bob Douglass collect (904) 791-4460.

### HELP WANTED

#### ACADEMIC

GROWING JOURNALISM PROGRAM at 4-year Pacific Northwest college seeks third professor for press, law, history, advertising, advise publications. Need M.A. Ph.D. in mass communications helpful. Box 34, Editor & Publisher.

### ADMINISTRATIVE

WANT GENERAL MANAGER for small offset daily. Need aggressive and ambitious newspaperman who can control cost and produce quality product. Zone 9 area. Send complete resumé. All correspondence confidential. Box 61, Editor & Publisher.

## CLASSIFIED ADVERTISING

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Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Authorized by \_\_\_\_\_

Classification \_\_\_\_\_

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☐ Assign a box number and mail my replies daily

To Run: \_\_\_\_\_ Weeks \_\_\_\_\_ Till Forbidden

Mail to:

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## HELP WANTED

### ADMINISTRATIVE

**JINELMAN MANAGER**—Strong on education know-how. Small, six-day evening daily, Area 3. Modest salary w/ growth bonus. Box 46, Editor & Publisher.

### ARTISTS

**DESIGNER/COMMERCIAL ARTIST**—Highly creative, to work in the tropics for a few years. Good opportunity in expanding publishing firm. Send complete resume, work samples, references, to Box 98, Editor & Publisher.

### CIRCULATION

**AGGRESSIVE, PROMOTION-MINDED** person for growing international circulation sales contracting company. Above-average earnings and excellent work for the individual that will produce results. Box 1736, Editor & Publisher.

### SALES AND SERVICE REP FOR WEST COAST

you like to travel, are experienced newspaper circulation and can communicate with circulation managers & assistant managers you may be the one we want.

We have open an excellent position in opportunity for a sales and service representative.

Long established company, highest paying, with excellent pension, insurance and vacation programs and other employee benefits.

Experience in a circulation department using reader service insurance helpful but not necessary.

Reply with complete resume to: Box 62

Editor & Publisher

**CIRCULATION MANAGER**—Major metropolitan Zone 2 newspaper seeks circulation pro\* fully experienced in all facets of Home Delivery/News and Sales. Morning, evening and Sunday experience preferred. Excellent salary and company benefits package. And resume including salary in confidence to Box 44, Editor & Publisher. An Equal Opportunity Employer.

**1,000, 7-DAY MIDWEST** newspaper offering a solid and rewarding future to an experienced circulator who, in exchange, will give us maximum promotional effort. Please give full information, including salary requirements in first reply. All correspondence confidential. Write Box 100, Editor & Publisher.

**IMPORTANT** Eastern morning paper with 175-225,000 circulation group is searching for a circulation director who has had a minimum of ten years administrative experience. Quality market, no major problems, this opportunity because of promotion of circulation director. Write Box 85, Editor & Publisher.

### CLASSIFIED ADVERTISING

**PROGRESSIVE DAILY** of more than 100,000, located in the West, is seeking CAM for a department of 10-12. If you're a self-starter with a good record as a leader—and want to be your own boss—write Box 1732, Editor & Publisher in strict confidence. All information in first letter, please.

We'll pay to  
\$15,000  
for a

### PHONE ROOM SUPERVISOR

Our Phone Room is "hot to go" and we're looking for a sales-minded individual who can prove its leadership. Experience in handling phone rooms is a must, preferably in a competitive situation. We're a major daily in Zone with lots of growth potential for you. Reply Box 78, Editor & Publisher.

**CLASSIFIED SALESMAN** for 25,500 offset daily. Excellent opportunity for a producer. Good salary, bonus plan and company benefits. Write Primo Basali, Advertising Dir., Sandusky Register, Sandusky, Ohio 44870; or all (419) 625-5500.

EDITOR & PUBLISHER

## HELP WANTED

### COMPOSING ROOM

**COMPOSING ROOM SUPERVISORS** If you feel you have what it takes to be part of a young team which is building a first-class operation on an outstanding northeastern daily, then send us your resume. We need "people-minded" foremen and supervisors who know or can learn the nitty-gritty of cold-type for ads and news. For the people on our team who are willing to meet the challenge, we offer excellent growth potential, over-scale pay arrangements, and full range of benefits. Send resume to Box 1708, Editor & Publisher. Indicate if you would be available for interview at Great Lakes Mechanical Conference in Cleveland.

### NIGHT SUPERVISOR PHOTOCOMPOSING ROOM

We want someone who has experience with computerized cold-type newspaper and commercial composition. Photons, Compugraphic, IBM 1130, in addition to production planning and cost analysis: some working knowledge of camera and prep room procedures helpful. If you are interested in advancing with a young, aggressive organization we have a position for you. We want a person who will do what it takes to get the job done and accept the challenge of helping to develop the finest Photocomp operation in the country. We offer a full benefit package and the tools to accomplish your goals. Send resume and salary requirements to Mr. Javit, Observer Newspapers, 36251 Schoolcraft, Livonia, Mich. 48150. All replies confidential.

### COMPOSING ROOM FOREMAN

We are looking for a competent, energetic, young person who is management-minded, knowledgeable in all phases of the composing room operation. Must be able to handle people and get maximum production from staff: must know and understand ITU laws and be able to enforce them. Offered salary along with excellent fringe benefits. Give complete resume and salary requirements along with date of availability. Box 53, Editor & Publisher.

### DISPLAY ADVERTISING

**ADVERTISING MANAGER** for week-end \$150,000 circulation ad section. Best working conditions. Need pusher for chain accounts. Talent top priority. Prime sun, surf, schools for family. Publisher, Surfside Slant, Box 666, Cocoa Beach, Fla.—32931

**ADVERTISING SALESMAN** for award-winning 22-M Speidel newspaper. Permanent position. Excellent salary plan, liberal bonuses, retirement program and other benefits—excellent opportunity for experienced salesman. Write resume to Robert L. Huttenhoff, Advertising Dir., Salinas Californian, Salinas, Calif.—93901.

**A GROWING GROUP** of newspapers in Florida and the Southwest are adding to their advertising staffs. We need:

1. advertising director who can direct, sell, and work accounts; and
2. advertising salesmen who can layout, sell, and service.

Must have good references. Our employees know of this ad. Box 42, Editor & Publisher.

**DISPLAY SALESMAN** for 52,000 bi-weekly in shore area of N.J. Excellent opportunity for a talented, hard-working individual—strong on programming, sales, layout, etc. Send complete resume including salary to Box 52, Editor & Publisher.

**IF YOU CONSIDER YOURSELF** among the best advertising salesmen and we agree, we will hire you and pay you what you deserve. This outstanding Bay Area newspaper has one position open with high incentive commission system that starts you at \$1,000 per month and expects you to double it in your monthly commission within a year. The salesman who fills this position must be able to sell large major advertisers. Box 90, Editor & Publisher.

EDITOR & PUBLISHER

## HELP WANTED

### DISPLAY ADVERTISING

**DUPLICATE TO RAPID GROWTH** we are expanding our sales staff. Need individual with basic layout knowledge to make day-to-day established magazine and search out new accounts. Send resume with salary requirements to N. C. Van Liew, Assistant to Publisher, The Independent, Gallup, N. Mex. 87301.

**NATIONAL AD REP** East or West Coast for monthly Midwest magazine circulation 100,000. Box 70, Editor & Publisher.

**OUR ADVERTISING MANAGER** is leaving after 12 years to make his contributions to a better society. His replacement must be strong in layout, able to build around a producing staff of veterans and ready to personally represent a growing weekly newspaper. If you are interested, send resume and salary desired to Arthur Klein, Jewish Times, 1530 Spruce St., Philadelphia, Pa. 19102.

**TO EXPAND**, we must hire a display ad salesman—experienced or young and aggressive. We're willing to pay top price for a top-notch person. Sell in Chicago. Send resume to Box 72, Editor & Publisher.

**GROWING FLORIDA "Gold Coast"** free weekly newspaper now needs full-time ad salesman. No long hairs. Send resume—sample offset layouts—tear sheets, etc., references, availability date and salary requirements to Publisher, Courier Highlights, P.O. Box 1486, Jupiter, Fla. 33458.

**OUTSTANDING San Francisco Bay Area** newspaper needs advertising manager experienced in competitive selling, handling major accounts, and staff motivation. This is a rare opportunity in the newspaper field to make a move into the higher income brackets. Start at \$18,000 per year with potential of commission incentive to move to \$30,000 or more within 2 years. No limit placed on earnings. The staff is already motivated, just waiting for a good leader. Reply Box 99, Editor & Publisher.

### EDITORIAL

**EXPERIENCED REPORTER**, capable of handling hard news and features, for fast-growing metropolitan d.m. in Northeast. Send complete resume and salary requirements to Box 33, Editor & Publisher.

**OUTSTANDING WRITER**, rich in perception, a digger with originality and a compelling prose style for key staff position with award-winning Sunday magazine of major Zone 2 metropolitan newspaper. Sense of humor and versatile personal background helpful. Send recent writing samples and resume to Box 1727, Editor & Publisher.

**AGGRESSIVE CITY EDITOR** needed on award-winning central Ohio daily. Experience necessary: copy editing, headline writing, page layout. Excellent opportunity for right person. Good fringe benefits. Box 12, Editor & Publisher.

### FOOD EDITOR

Large metropolitan daily (Zone 5) in top market is seeking a food editor who has ability to fill in on other news assignments. Recent journalism graduate, with specialization in editing of food news, preferred, but will consider applicant with more experience. Send resume and clippings to Box 24, Editor & Publisher.

**GENERAL REPORTER** for 6-day daily in county-seat town of 5,600. Prosperous area and very attractive community. New ownership of paper has several other newspapers and has plans for future growth and improvements in this newspaper. Only 3 on news staff at present time. Write: Paul Greger, Daily Chief-Union, Upper Sandusky, Ohio—43351.

**ALL-AROUND NEWSMAN**—Editor, reporter, photographer for 8,000 circulation. Northern Illinois bi-weekly. Good pay and liberal benefits. Prefer experienced J-School grad. Send resume with salary requirements to Box 60, Editor & Publisher.

## HELP WANTED

### EDITORIAL

**LIBRARIAN** for Zone 5 daily. Morgue needs revamping. Send resume, salary expected, to Box 48, Editor & Publisher.

**SHARP FEATURE WRITER/EDITOR** needed immediately in large Southern university's information services office. Send resume, writing samples and salary expectations to Box 65, Editor & Publisher.

## Magazine ART DIRECTOR

is needed for one of the country's top Sunday newspaper rotogravure magazines. Applicant must have expert knowledge of typography and exceptional ability in planning and executing layouts and in selecting photographs. Previous experience in rotogravure and in handling artists and photographers desirable. Excellent pay and working conditions. Send resume of work and educational background to Box 66, Editor & Publisher.

**EXPERIENCED, RESPONSIBLE**, professional weekly newspaperman. Must really know and love the business. Great opportunity. Stephen L. Neal, Community Press, Inc., P.O. Box 11506, Winston-Salem, N.C.—27106. (919) 765-2832.

### CLASSIFIED

#### Advertising Rates

#### "POSITIONS WANTED"

(Payable with order)

4-weeks	.....	\$1.10 per line, per issue
3-weeks	.....	\$1.20 per line, per issue
2-weeks	.....	\$1.30 per line, per issue
1-week	.....	\$1.40 per line.

Count 5 average words per line or 38 characters and/or spaces  
3 lines minimum  
(No abbreviations)

Add 50c for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

Do not send irreplaceable clippings, etc., in response to "help wanted" advertisements until direct request is made for them. E&P cannot be responsible for their return.

#### "ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted for publication unless credit has been established.)

4-weeks	.....	\$1.60 per line, per issue
3-weeks	.....	\$1.70 per line, per issue
2-weeks	.....	\$1.80 per line, per issue
1-week	.....	\$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces  
3 lines minimum  
(No abbreviations)

Add 50c for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

#### DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.45 per agate line—\$48.30 per column inch minimum space.

#### WEEKLY CLOSING TIME

Tuesday, 4:30 PM  
Eastern Standard Time

Box numbers, which are mailed each day as they are received, are valid for 1-year.

#### Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022



## HELP WANTED

### EDITORIAL

**EXPERIENCED REPORTER**—Minimum 2 years experience and investigative experience. No beginners. Top reporting position on aggressive, local-oriented paper in state capital. Write Edw. D. Casey, Executive Editor, Evening Capital, Annapolis, Md. 21401.

### COPY EDITOR

**Metropolitan A.M.** daily in Midwest seeks copy editor. Permanent position. Good experience preferred, but will consider potential. Excellent salary, generous fringe benefits. Write Box 54, Editor & Publisher.

**REPORTER**, locally inclined, 6-day evening daily, Area 3. Ideal starting place—learn all phases—move up fast. Send resume Box 40, Editor & Publisher.

**LOCAL COLUMNIST** for Zone 5 daily. Metro area. Proven daily producer of humor, human interest. Salary open. Send clips, resume to Box 55, Editor & Publisher.

**REPORTER**, morning daily in northern Maine. Must have some experience and be a real self-starter. Located in a remote area that's a natural for the outdoorsman. Send resume and starting salary to P.O. Box 1267, Presque Isle, Maine 04769.

### REPORTER-PHOTOGRAPHER

Care to join an aggressive newspaper on a growing medium-sized A.M. paper in western Maryland? We have a general assignment reporting-photography position. Your experience and growth will only be limited by your own ability and initiative. Applicants with 1-2 years hard-news news experience will be given particular attention. Send complete resume and clips to Personnel Dir., The Herald-Mail, Hagerstown, Md. 21740.

**TOP SMALL DAILY** needs young, experienced reporter-photographer to handle variety of writing, some editing, plus experimenting with us in cable-TV. Write full details to Roger Matz, SENTINEL, Fairmont, Minn. 56031.

**INVESTIGATIVE REPORTER**, young, aggressive, for established, nationally-known civic watchdog organization. Will work closely with media investigating government corruption and publish monthly newsletter. Terrific opportunity for personal advancement. Salary commensurate with ability. Send resume and letter of application to Box 75, Editor & Publisher. Area 5.

**EDITOR-REPORTER**, 3-5 years experience on newspaper, or bright, trade music newswriter, for leading trade music newswriter. Excellent opportunity. Send resume and salary requirement in confidence to M. McGoldrick, Billboard, 165 W. 46th St., New York, N.Y. 10036.

**GENERAL STAFF REPORTER**, experienced, needed on Pacific Northwest daily—circulation 25,000. Good salary, fringes, moderate climate, interview and moving expenses. Give all details, references. All replies confidential. Box 80, Editor & Publisher.

### JOIN THE LEADER!

Sun Newspapers of Omaha pioneered the trend toward investigative reporting and reader representation in urban weekly journalism. As our staff and number of editions have grown, so has our need for management. Now we need an assistant managing editor experienced in finding, motivating and supervising skilled professionals to produce the nation's best urban weeklies. We provide a good compensation package (salary, fringes, profit-sharing), a good place to raise a family, and the opportunity to be ahead of the trends in newspapering. Write in full to Paul N. Williams, Managing Editor, Sun Newspapers of Omaha, 4308 S. 25th St., Omaha, Nebr. 68107.

**MANAGING EDITOR** for 20,000 circulation Central West Florida daily. Must be sober, mature, aggressive, alert and experienced in all phases of news operation. Box 88, Editor & Publisher.

## HELP WANTED

### EDITORIAL

#### LIBRARIAN

Challenging opportunity to manage library for metropolitan dailies, Zone 5. Immediate opening. Newspaper library background preferred. Salary commensurate with experience. Send complete resume to Box 58, Editor & Publisher. Your reply will be held in confidence.

### EDITORIAL

#### New Editorial Desk . . .

. . . just being added on a hot, expanding trade newspaper. We need one more seasoned pro who savors reaching for a story that drives deadline pressure . . . and has the brains and brass to dig out a gutsy perspective piece every day like it is. You'll join a talented Blue Chip staff in a company that puts a premium on people with growth power.

Send resume and salary requirement in confidence to:

**Personnel Director  
DISCOUNT STORE NEWS**  
Two Park Av., N.Y., N.Y. 10016  
An Equal Opportunity Employer

### FREE LANCE

**FASHION-ORIENTED STRINGER** needed in Dallas. Will pay top dollar for pro. Box 108, Editor & Publisher.

### MISCELLANEOUS

**OPENINGS IN PENNSYLVANIA**—all types. Write: Pennsylvania Newspaper Publishers' Association, 2717 N. Front St., Harrisburg, Pa. 17110.

### OPERATORS-MACHINISTS

**LINOTYPE MACHINIST** for hot-metal shop in Southern California. Permanent with exceptional benefits in 27M. 6-day daily; open shop. Should be willing to learn servicing on photocomp in future years. Write qualifications, etc., to Box 1634, Editor & Publisher.

### MACHINIST

Need a person with extensive electronic background to maintain Photon 560 and 713-10, Compugraphic 2691 and six Friden keyboards plus other electronic equipment. Must be willing to work odd hours. Brand new plant. Good salary plus fringes. Send resume to Alex Javit, Observer Newspapers, Inc., 36251 Schoolcraft Rd., Livonia, Mich.—48150.

**EXPERIENCED MACHINIST** for hot-metal shop, 12M daily, ITU situation. Must know TTS operating unit and perforator maintenance plus Lino, Elrod and Ludlow; be prepared for photocomp in future. Apply: Clark Morrison, Palladium-Times, Oswego, N.Y.—13126.

### PHOTOGRAPHY

**TOP BOSTON DAILY** seeking a photographer; metropolitan daily experience preferred, but would consider an aggressive, hard-working applicant of lesser experience to fill this excellent opportunity on a top photographic staff. Send resume in confidence to Box 92, Editor & Publisher.

### PRESSROOM

**NIGHT PRESSROOM FOREMAN** for medium ME&S metro operation in zone 3. Reply to Box 1668, Editor & Publisher, stating qualifications, experience and salary required.

**PRESSMAN WANTED**: \$4-an-hour in pleasant small town. Best fringes. Earn \$10,000 first year. Must know Community with Suburban folder, including process color. Seek person with leadership potential. Write Box 1724, Editor & Publisher.

## HELP WANTED

### PRESSROOM

**EXPERIENCED PRESSMAN** for letterpress suburban morning daily in Zone 5. Excellent future for qualified person. Growth company. Reply to Box 61, Editor & Publisher, stating qualifications, experience and salary required.

### PRINTERS

**PRINTER** for Wyoming daily, LP. Community college town of 8,000. Riverton Ranger, Riverton, Wyo.—82501. (307) 856-2244.

**PRINTER**, experienced, to manage job shop. Offset. Possible tax-free income and time to enjoy sun and sea. Details and references to Box 167, Grand Cayman, British West Indies.

### PRODUCTION

#### EQUIPMENT TECHNICIAN

Outstanding opportunity for individual having experience in electronics and the repair of phototypesetting equipment to acquire working knowledge in all production departments. The one selected will report to general management and be responsible for: repair and maintenance of electrical/electronic components of production equipment, administration of preventative maintenance schedules, parts inventory, and training of others. This is a hands-on position. Outside schooling will be made available where necessary. The Times Herald Record is a 50M, daily & Sunday, a.m. Opportunity for advancement is open if you can accept responsibility. Send resume and salary requirements to D. R. Dadko, Times Herald Record, Middletown, N.Y.—10940.

#### PRODUCTION SUPERVISOR

Take full charge of large weekly going off-set that has complete Photon operation. Opportunity of a lifetime for right person! Call (212) 629-2900.

### PUBLIC RELATIONS

**ONE-OF-A-KIND OPENING** in a long-established N.Y.C. food PR Agency. Young writer/reporter with minimum 2-3 years experience and old-time drive can begin a career to partnership. Heavy trade writing to start, but must be versatile and eager to learn all aspects of professional PR. Send resume, indicate salary requirements. Box 18, Editor & Publisher.

**STAFF WRITER** with about two years' experience on general or trade magazine (not house organ) wanted for interesting public relations assignment. Would require research and writing of articles as well as contact with magazine editors for opportunities to channel article ideas and material to them. This can be a real challenge for a personable writer who wants to do more than just the writing task. Excellent fringes, merit salary increases. Starting salary open. Send resume, writing samples to W. Scott Allan, Public Relations Manager, Liberty Mutual Insurance Co., 175 Berkeley St., Boston, Mass.—02117.

**PUBLIC RELATIONS PRO** wanted for large, statewide labor organization. Individual will encounter long hours, hard work and some travel in writing and preparing printed materials, conducting workshops, assisting in bargaining and representational elections. Heavy public relations or news (electronic or printed) background a must. Starting salary is \$16,400 plus extensive fringes. Send resume and writing samples to: Ned Hopkins, 152 Washington Ave., Albany, N.Y. 12210.

### SYNDICATE SALESMAN

**GROWING SYNDICATE** with prominent writers, seeks additional salesmen in all zones on a sustaining percentage of sales basis. Box 22, Editor & Publisher.

## POSITIONS WANTED

### ACADEMIC

**EDUCATOR** with journalism MA ('69), 10 years newspaper/wire experience, six years teaching, seeks college/university position 1972-3. Life-teaching style at 360 degree circumference for expanding communication output/input. California Zone 9 preferred; 8 and 5 considered. Box 102, Editor & Publisher.

### ADMINISTRATIVE

**ADVERTISING MANAGER**, strong record, with major gains on 20,000 daily. Experienced in production/promotion. Seeking ad director or administrative position. Prefer Area 1; will consider relocation. Write Box 41, Editor & Publisher.

**BUSINESS MANAGER**, with experience in all phases of newspaper work, wants to move up to challenge of general manager or publisher's chair—any zone. Box 79, Editor & Publisher.

**NOW EMPLOYED TOP PAPER**: creative, productive sales background; seeks management-level position. All references. Box 73, Editor & Publisher.

### CIRCULATION

**PROGRESSIVE DIRECTOR** on medium-sized daily and Sunday seeking more challenge. Fully experienced in modern circulation development. Box 71, Editor & Publisher.

**CM 40,000 daily**, experienced all phases, voluntary-pay operation; weekly experience. Zone 5, northern Illinois, Iowa, Wisc., southern Minn. Donald Wavra, 90 Birch Trail, Wheeling, Ill. 60090, (312) 637-0533.

**CIRCULATION MANAGER**, 17 successful years experience covering every facet, looking for a challenge. For a man who'll get things done, write Box 104, Editor & Publisher.

### COMPOSING ROOM

#### COMPOSING ROOM FOREMAN

20 years' experience hot and cold type. Presently foreman ME&S 75,000-100,000. Seeks long hours, hard work, good pay. References. Box 1677, Editor & Publisher.

#### FOREMAN/PRODUCTION MANAGER

Hot or cold type; computer experienced. Age 40. Prefer Zone 5-9. Box 1693, Editor & Publisher.

### DISPLAY ADVERTISING

**WELL-KNOWN AD MANAGER**, with an unusual combination of experience and skill, wishes to return to daily field. Box 1729, Editor & Publisher.

**YOUNG ADMAN** who likes to sell will work for \$7,500. Good references. Box 81, Editor & Publisher.

### EDITORIAL

#### EDITORIAL MANAGEMENT POSITION ON SMALL OR MEDIUM DAILY

Journalist, 35, high professional standards—8 years reporting, editing and city desk experience with suburban dailies—desires job on quality-conscious paper. Can motivate staff toward editorial excellence. Now executive of specialized journalism education program at state university. Career potential, not area, uppermost. Excellent references. Family man. Box 1713, Editor & Publisher.

**REPORTER**, young, 2 years experience Washington, D.C. suburban daily, hard news, feature, investigative, plus TV column. Hard worker. Excellent references. Seek medium daily; would prefer Zones 1, 8 or 9. Box 1725, Editor & Publisher.

**EDITOR**, 37, of 15,000 daily, seeks editorship of larger daily. Top metro experience. Box 39, Editor & Publisher.



# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## EDITORIAL

**ARCH '72 J-SCHOOL GRAD** seeks arts writing position—any zone. **arts editor of major college daily**; **ear professional experience.** **Vet-n.** Box 17, Editor & Publisher.

**OT AWAY ON YOUR SPORTS DESK?** **on my life!** If you have a major **gke sports beat** to offer, then we'll **g turkey.** Seven years' experience. **x 10, Editor & Publisher.**

**JUNG MAN** ready for challenge with **riting, editing, layout, makeup** experience on medium, major metro **pa-** **x B.A., M.A.** from Midwest's best, **y correspondent Vietnam.** **Knows** **arts.** **Prefers D.C. area;** right job, **ywhere.** Hire a veteran! Box 8, **Editor & Publisher.**

## CULTURE BEAT

**70 years'** metropolitan daily **experi-** **ence,** general assignment, **courthouse,** **tensive music, arts background,** **ctured as undergraduate;** played in **ty symphony.** Seeking culture **t** **reporter-critic** spot with/without **er duties.** Box 29, Editor & **Pu-** **blisher.**

**ATIONAL AWARD-WINNER,** 28, **ks feature, in-depth investigative** **g,** possible **correspondency** for East, **west outlet.** Leaves no stone un-**ed** **n research;** **spark-plug writer,** **growing challenges in present job;** **ong on initiative.** National wire **vice,** daily newspaper, magazine **erience.** M.A. Journalism. **Clips,** **p references.** California-based. Box **Editor & Publisher.**

**ED HELP ON PRESSURE DAYS** **t budget** won't take added **ma-** **ter.** Self-starter, experienced **u-** **er woman** reporter, feature **writer;** **ne camera;** J-degree. Will relocate **4-day week.** Washington, Idaho, **egon, Montana, Northern Califor-** **n, British Columbia.** Box 1657, **Editor & Publisher.**

**ORTSWRITER,** 23, experienced and **ented.** College grad with thorough **wledge of sports and reporting,** **g for opportunity in any zone.** **x 57, Editor & Publisher.**

## BUSY WEEKLIES

### SMALL GROWING DAILIES

**LF-STARTING** woman reporter, **ture writer;** some camera; can re-**ite, sweep out, deliver papers.** J-**ree.** **er 50.** Northwest native, **er, fisherman,** radio ham. Will re-**ate Montana, Idaho, Oregon, Wash-** **ton, British Columbia, Northern** **ifornia.** Box 1687, Editor & **Pu-** **blisher.**

**EDITOR AND/OR PUBLISHER:** **nationally known editorial-news-bu-** **is executive** with solid experience, **nd judgment, and drive to excel,** **ks top job on medium-sized to large** **ly.** Areas 3 and 4 preferred but not **ential.** Now in key spot on premier **theater** daily. Can motivate staff **1 improve product.** Box 30, Editor & **blisher.**

**RMER COPY DESK CHIEF,** now **all daily editor,** seeks key spot on **ge P.M.** Box 47, Editor & Publisher.

**STER COUNTRY—Reporter** turned **hor;** nationally published in maga-**es;** experienced in daily, weekly **xpapers, trade papers,** as editor, **orter, photographer;** know how to **darkroom.** Have covered police, **y, city hall, features, sports, et al;** **jection to "drudge" assignments,** **ire temporary or semi-permanent** **ition at salary sufficient to maintain** **ty and children while complet-** **g the totally new work of Custer** **tle.** Proximity to battlefield and/or **ings preferred.** Will pay own way **n Washington, D.C.** Box 1703, **Editor & Publisher.**

**OTOJOURNALIST,** 28—experienced **political, educational and feature** **riting—seeks job on daily or weekly** **zone 1.** Box 43, Editor & Publisher.

**PORTER—34—7½ years** on politics **d government** beats for 56M and **5M dailies,** news reporting, **g or editing—executive-type position** **smaller paper—Zone 1 or 2.** Box **Editor & Publisher.**

## EDITORIAL

**FLEXIBLE J-GRAD,** 25, seeks small-**town Zone 5 future.** College experi-**ence.** Box 46, Editor & Publisher.

**SKILLED EDITOR-WRITER** seeks **editorial management challenge,** **ideally** with opportunity to write. **Back-** **ground:** top wire service assignments **12 years,** reporting and desk-personnel **supervision.** Creative editor with **ex-** **perience,** interest in public affairs. **Mid-30's.** Box 94, Editor & Publisher.

**SOON-TO-BE J-DOCTORATE** and his **wife (soon-to-be J-grad)** hunting for **summer jobs on newspaper,** from **June 1 to Aug. 15** when husband goes **on to teaching position.** Box 96, Editor & Publisher.

**SPORTS WRITER,** lengthy experi-**ence,** all sports, writing preferable **but can swing on desk.** South or **Southwest.** Box 86, Editor & **Pu-** **blisher.**

**YOUNG, EXPERIENCED WRITER** **seeks employment on feature staff.** **Metro N.Y. varied experience.** **Clips** **available.** Box 107, Editor & **Pu-** **blisher.**

**JOURNALISM TEACHER,** 32—M.A.—**wants to return to publications field.** **Competent in graphic arts.** Newspaper **experience.** Wants editorial or PR **po-** **sition.** Box 97, Editor & Publisher.

**REPORTER-EDITOR** over 15 years **wants Zone 2 job.** Extensive **court-** **house, local government, police,** **features experience.** BA English. Can **send clips.** Box 101, Editor & **Pu-** **blisher.**

**DESKMAN/REPORTER—has B.A.,** **Master's credits, 7 years' experience—** **seeks career position.** Areas 1-2 **preferred,** but will travel. Resumé on **re-** **quest.** Box 63, Editor & Publisher.

**SCOTTISH NEWSPAPERMAN,** very **experienced,** is anxiously seeking **employment in the U.S.A.** Please help **me to find editorial work and satisfy** **a life-long ambition.** I will supply **evidence of writing ability and top** **references.** Box 89, Editor & **Pu-** **blisher.**

**FORMER EXECUTIVE EDITOR,** fast-**growing, 47,000 daily in suburban** **N.Y.C. area seeks relocation,** **prefer-** **ably South or Southwest,** but would **consider right spot in Northeast.** 23 **years' experience in daily field,** **all phases of editorial work.** Heavy **knowledge of production,** including **off-set conversion.** Box 82, Editor & **Pu-** **blisher.**

**COPY EDITOR—Seasoned pro;** good **man for your rim or telegraph desk.** **Was on N.Y. Journal-American** **15 years.** Size of check is not the most **important thing.** Zones 1 and 2. Box **77, Editor & Publisher.**

**WRITER—all women's interests.** Two **degrees.** Photo/radio/TV. Who's Who **/AHEA/HEIA/WRIT/USNR.** Box 105, **Editor & Publisher;** or (617) 927-5130.

## HELP... INSTANTLY!!

**Managing editor of medium daily** **was "too aggressive" in pushing solid,** **professional-appearing newspaper.** **Result:** Father of large family ready **im-** **mediately for deskside work in Chart** **Areas 3, 5, 7.** Quick newspaperroom-**skilled at shepherding product** **through shop.** Forty, 19 years experience, **no griper.** Call me, Don **Johnson (419)** **237-3429;** or write: 570 Hazel Ave., **Lima, Ohio 45801.**

**MAN, 22—finished college** with **double major in Government and Journalism,** **sports editor of college paper—seeks** **reporting position of any nature in** **any zone.** Box 74, Editor & Publisher.

**RECENT J-SCHOOL M.A.,** some **ex-** **perience, hard news and features—seeks** **challenging reporting job,** any zone. **Box 109, Editor & Publisher.**

**TOP-FLIGHT** former city editor on **medium-size daily—15 years' experi-** **ence—in PR last four—desires return** **to firing line as EDITOR or RE-** **PORTER (sports, too); 46, family,** **college, excellent references.** Zones 5, **2.** Box 103, Editor & Publisher.

## EDITORIAL

**EDUCATION SPECIALIST** seeks **as-** **sociation with major newspaper.** Top **newsman-educator credentials.** Box 95, **Editor & Publisher.**

**NEWSROOM TIRED?** Wake it up **with a managing editor who has youth,** **imagination, experience, top news in-** **stincts and who can motivate a staff,** **handle community relations and cut** **costs.** Now employed, with proven **re-** **cord.** Box 67, Editor & Publisher.

## FREE LANCE

**WRITER-PHOTOGRAPHER,** going to **Japan, seeks assignments at Olympics** **and otherwise.** Worldwide Films, 395 **Main St., Metuchen, N.J.—08840.** **(201) 494-9500.**

**SPORTS EDITORS:** Nationally-pu-**lished baseball free-lance covering** **spring training on Florida East Coast** **March 10-20 seeks assignments—all** **angles.** Resumé, clips on request. Box **33, Editor & Publisher.**

## FIELD MAN

**N.Y.C.-based free-lance business and** **travel writer** will package subjects **affecting your interest with national** **flavor.** Travels U.S.A.-Europe on **con-** **stant basis; Boston-Washington, D.C.** **route monthly.** Available for trend, **with specific interest articles,** for **newspaper or magazine.** ABWA, **AMWA, SDX., Jesse H. Neal Award.** **Howard H. Fogel** **P.O. Box 3058, Grand Central Sta.** **New York, N.Y. 10017**

**DANCE AND MUSIC CRITIC,** major **Zone 2 daily,** will write lively, **in-** **formative-weekly column of interviews** **and national events in the performing** **arts.** Box 106, Editor & Publisher.

## MISCELLANEOUS

### MADAM VERSATILITY

**Newspaper experience includes cir-** **culation 'Gal Friday'; tape punching on** **AKI and Starr; Compugraphic moni-** **tor;** composing room assistant **man-** **ager;** office manager; some feature **writing and editing;** some ad layout **and selling.** Five years' secretarial **ex-** **perience, 30, divorced;** abounding with **ambition.** Zone 5 preferred but will **re-** **locate anywhere.** Box 59, Editor & **Pu-** **blisher.**

## OPERATORS-MACHINISTS

**MACHINIST — Intertype, Linotype,** **Elektron, TTS, Computer;** working **electronic background.** Desires Arizona **or West Coast.** Box 1526, Editor & **Pu-** **blisher.**

**EXPERIENCED TTS operator,** news-**paper or job shop.** Prefer Zone 6. Box **1738, Editor & Publisher.**

## PHOTOGRAPHY

**AWARD-WINNING** British newspaper **photographer, world-wide experience—** **now covering most major U.S. events** **—will accept some select additional as-** **signments.** Extensive color and B & W **file on Africa, Asia, etc.** Excellent **portfolio.** Color editions preferred. Box **9, Editor & Publisher.**

**PHOTOGRAPHER;** PR degree; news **and ad experience.** Will relocate. Box **49, Editor & Publisher.**

**PHOTOGRAPHER—Southern Illinois** **university grad, 71, seeks job.** Majored **in photography with courses in pub-** **lications, commercial, documentary and** **art photography.** Worked as an **ad-** **vertising photographer for a daily** **newspaper.** Own photo equipment. Ron **Johnson, 4120 W. Rose Lane, Phoenix,** **Ariz.—85019.** Any zone.

## PRESSROOM

**ASSISTANT PRESSMAN** on Goss **Community seeks position.** Hard work-**er.** \$1.90-an-hour. Write Box 1696, **Editor & Publisher.**

**PRESSROOM FOREMAN,** 29, family **man.** Supervised press and stereo of **100,000 circulation.** Excellent resumé. **Pls. (704) 536-1925 or write Box 1599,** **Editor & Publisher.**

## PRINTERS

**GIVING COLD-TYPE?** Already cold-**type, having problems?** Need a good **production manager?** 25 years' in **printing, last 5 all phases of photo-** **comp (Photon 1130).** Age 40. Prefer **challenging, permanent position or** **will act as consultant.** Box 69, Editor & **Pu-** **blisher.**

## PRODUCTION

### MANAGEMENT/SUPERVISOR

**Are you planning conversion?** Mechan-**ical excellence.** Weekly-small dailies, **35 years' experience,** hot-type through **20 years in offset, paste-up, camera,** **Goss presses.** Can train personnel. **Will relocate.** Box 93, Editor & **Pu-** **blisher.**

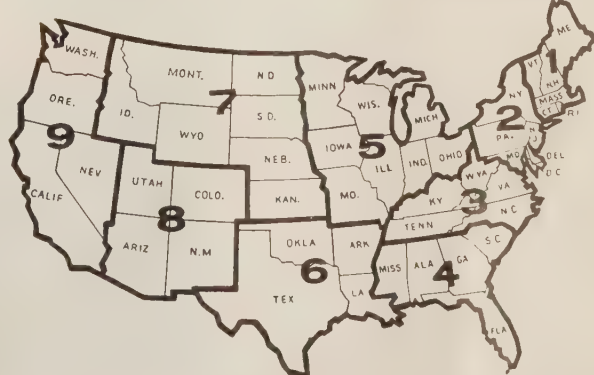
## PUBLIC RELATIONS

**PUBLIC AFFAIRS DIRECTOR,** non-**white, seasoned in big-city operations,** **seeks position.** Salary: \$25-\$30,000. **Box 21, Editor & Publisher.**

**REPORTER,** young, seeks interesting **PR position.** Five years' experience **with large and small dailies.** College **graduate.** Box 87, Editor & Publisher.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification





## Fertile news field

The nation's private philanthropic foundations are dutifully preparing and publicizing, to some extent, the required Federal tax forms but they are failing in their responsibility to inform the public about their activities, according to Richard Magat, director and editor, Office of Reports, the Ford Foundation.

Writing in *Foundation News*, The Journal of Philanthropy, published this week, Mr. Magat reveals there are about 26,000 private foundations. (The Foundation Director lists 5,454 with total grants exceeding \$25,000 or \$500,000 assets.)

Foundations hit the news recently with the revelations that the Robert Wood Johnson Foundation, established in 1936, had assets making it the second largest in the country.

They hit the news previously with the Tax Reform Act of 1969 requiring them for the first time to make public disclosure. May 17, 1971, was the deadline for foundations to place "in a newspaper having general circulation" a notice that their IRS Form 990-AR was available for inspection in their offices for the next 180 days by anyone walking in off the street during regular business hours.

City desks should note.

\* \* \*

Mr. Magat reports "the passion of most foundations for showing their wares in public may be indicated by the fact that between May 10 and May 17 a total of 981 foundations placed such advertisements in the *New York Law Journal* . . . 202 foundations placed availability notices in the *New York Times*.

"Cost was not a decisive factor in the decision of the preponderant number of New York foundations to exhibit their wares under a candle instead of a searchlight. The notices of availability, printed in small type, on the average, ran some 30 words.

"Although the Tax Reform Act of 1969 requires that considerably more information about foundations be placed on record, there is a difference between having something on record and informing the public. . . .

"The traditional measure of whether a foundation discharges this obligation is whether it publishes an Annual Report. . . . Many foundations felt that some of the animus exhibited on Capitol Hill during consideration of the Tax Reform Act was due to a lack of information among Congressmen and back home. But to judge from the number of Annual Reports published, the trauma of the Act has hardly stirred the nation's foundations to inform the public of what they are about.

"Before passage of the Act, Annual (and in a few cases biennial) Reports were being published by 140 foundations. . . . The latest estimate of reports being published is 193.

"Absentees still include 12 of the 32 foundations with assets of over \$100 million and 67 of the 109 foundations with

assets between \$25 million and \$100 million."

\* \* \*

This would seem to present a fertile field for some news plowing.

Mr. Magat states that most foundations do not share a sense of public obligation. "Too many foundations still interpret their private status under law so strictly as to admit of no public reporting obligations other than those contained in the statutes.

"The privacy ethic betrays naivete, if not ignorance. It ignores the underlying assumptions of private philanthropy in a free, pluralistic society. . . .

"In so large a society as ours, trust cannot rest on tradition or faith alone. Society expects performance, and especially it wants to know what's been done lately. It needs information on which to gauge performance, and the kind of information it needs is not adequately provided in IRS returns.

Mr. Magat calls for speeches, occasional reports on the foundation's work, and communications through the mass media, as well as Annual Reports, as "instruments of accountability."

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## Houston Chronicle hires religion editor

The *Houston Chronicle* has hired Louis A. Moore, news director of the Southern Baptist Theological Seminary, as religion editor to replace Mrs. Janice Law, who was dismissed last October. Moore begins his duties February 7.

An investigation made by the Religion Newswriters Association resulted in an accusation that the *Chronicle* had fired Mrs. Law because of pressure from Roman Catholic church authorities. (E&P, January 8). *Chronicle* editors denied this.

Hiley Ward, religion editor of the *Detroit Free Press*, president of RNA, said the investigation seemed appropriate because "the need for competent religion editors to feel secure in doing their work honestly without fear that by doing so they stand to lose their jobs through outside influence."

## Jackie's contest with photographer kept in the dark

In strict privacy, Mrs. Jacqueline Kennedy Onassis gave a deposition this week (January 11) in a lawsuit aimed at stopping a free lance photographer from harassing her and her children here and abroad.

Ron Galella, a Bronx-born lensman who has earned a little wealth for his candid shots of celebrities, sued Mrs. Onassis and three Secret Service guards for \$1,300,345, claiming they were interfering with his livelihood. In 1969, Mrs. Onassis had Galella arrested on a charge of disorderly conduct.

The charges against the photographer were dismissed but Mrs. Onassis counter-sued him, asking a court injunction to keep him from being closer than 100 yards from her Fifth Avenue apartment and closer than 50 yards from her when she's on the street.

Judge Irving Ben Cooper, who was appointed to the federal bench by the late President John F. Kennedy, condoned the secret session for Mrs. Onassis to answer questions. It took place in the U.S. Attorney's office while hordes of newsmen and photographers gathered around the Federal Building. Mrs. Onassis entered by a private doorway but emerged from the main entrance and was escorted through the press corps by her attorney, Michael London, from Paul, Weiss, Rifkind, Wharton & Garrison.

Galella's lawyer, Alfred S. Julien, complained that Mrs. Onassis had declined to answer about 40 questions designed to find out whether she was, in fact, "terrified" by his client.

Galella told newsmen he has made up to \$15,000 a year from selling pictures of Mrs. Onassis who is his best subject, next to Elizabeth Taylor. He is accredited as a photographer by the *Sydney* (Australia) *Morning Herald*.

•

## Robbers get \$35,000

Three masked gunmen held up William McGhee, a cashier at the *Cleveland Press*, and got away with about \$35,000 in circulation receipts on January 11, according to a police report. After tying up McGhee with wire, the robbers opened a fire door with a crowbar and made their escape. The fire alarm failed to trigger.

## the media brokers

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More than half of Gannett's 52 newspapers are in the top 100 income markets and the rest are in well-above average markets . . . offering solid potential for exciting retail sales growth.

You can advertise inexpensively in the dominant medium in these markets and reach the largest share of your prime customers with one buy.

You can get full market data so you can select the best opportunities for new business development.

Just write J. Warren McClure, Vice President of Marketing or Richard Hare, Director of Advertising and Research, at Gannett. If you prefer, phone 716-232-7100 collect.

You'll receive a silver shovel tie pin and information to get you started with your ground breaking ceremonies.



## Gannett

Gannett Co., Inc., 55 Exchange St., Rochester, N. Y. 14614

*Printed in U.S.A.*





# A healthy heart makes Pittsburgh's downtown future look... bright

**\* 8,329,882, square feet of space in 43 major buildings is occupied—that's the highest total of occupied space ever recorded in Downtown Pittsburgh.**

There are tremendous opportunities in the Pittsburgh Market where the "RENAISSANCE" continues at a pulsating rate in Pittsburgh's Golden Triangle. Downtown Buildings in Pittsburgh have payrolls exceeding \$100,000,000 annually. Improve your sales by including in your promotional plans:

THE EXCLUSIVE MORNING PAPER—POST-GAZETTE  
THE EXCLUSIVE EVENING PAPER—PITTSBURGH PRESS  
THE EXCLUSIVE SUNDAY PAPER—PITTSBURGH PRESS

M/E or M/S Combination Rates Available.

\* Based on semi-annual survey of 43 of the 100 Major Downtown Buildings—conducted by Building Owners and Managers Association. But, there still is available space—due to growth because of optimistic construction—in Downtown Pittsburgh.

## THE PITTSBURGH PRESS COMPANY

PUBLISHERS OF

**The Pittsburgh Press** EVENING and SUNDAY

AGENCY FOR

**Pittsburgh Post-Gazette** MORNING

**E&P**January 20, 1973  
Thirty-five cents

# Editor & Publisher

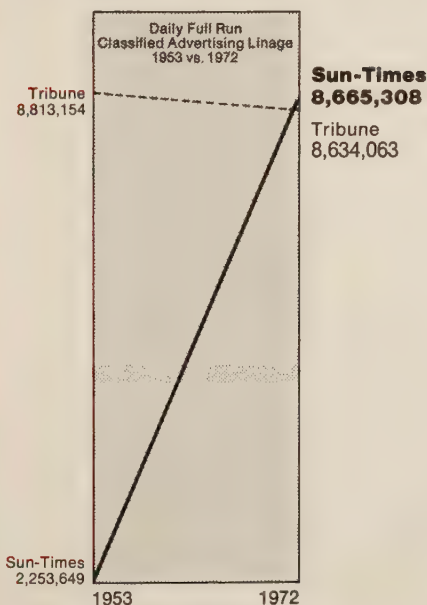
® THE FOURTH ESTATE

ARMA Winners  
pages 14 & 15)ort Supply  
newsprint  
recast by ANPAack daily  
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In Chicago, another bright first—

## Now The Sun-Times leads the Tribune in daily full run classified linage



JAN 28 1973

CHICAGO CIRCLE

In the last 20 years,  
The Sun-Times is  
UP 6,411,659 lines.

Proof again that more  
of Chicago's bright ones  
reach for The Bright One.

CHICAGO  
**Sun-Times**  
Marshall Field, Publisher

Source: Chicago Newspaper Classified Advertising Ads and Lines Report.

SERIALS SECTION LIBRARY  
UNIVERSITY OF ILLINOIS  
CHICAGO CIRCLE, BOX 8198  
CHICAGO, IL 60680





## “amica familiaris”

Jeanne Arnold is indeed “a friend of the family.” She recently completed a series on the workings of Family Court entitled “Court of Secret Sorrows,” which dealt with the many problems handled by Family Court never previously written about because the court is traditionally closed to the press. The series presented viewpoints of the persons caught in the web of those secret sorrows, judges, probation officers, lawyers, parents, social workers, law enforcement officials and the children whose future rests on the judgment and compassion of the court.

Jeanne Arnold has written stories like this for The Times-Union for more than 25 years. She considers social and minority problems her “special beat.”

The Court of Secret Sorrows brought understanding of Family Court to readers who are increasingly concerned with social ills in the community and the workings of their remedies.

Jeanne’s series exemplifies the writing produced every day at our newspapers. We try to say things to our readers that help, inform or change for the better. Jeanne won the New York State Bar Association Media Award for her series. She made a difference to the State Bar. She made a difference to the community. People like Jeanne are what our newspapers are all about.

---

Capital Newspapers Group, Albany, N.Y.  
Times-Union  
Knickerbocker News Union-Star

newspapers that make a difference.

Represented by Hearst Advertising Service, Inc.

# *When a Newspaper Subscribes to Family Weekly* **Everybody Wins**

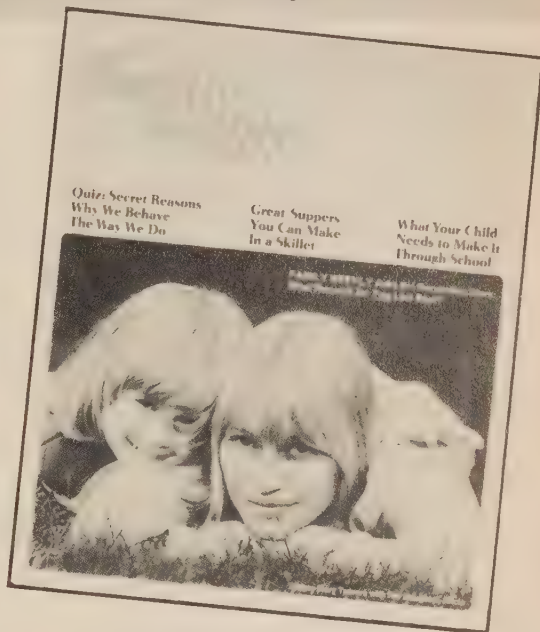
*Readers—Ad Staffers—Circulators—Editors—Business Managers—Publishers*

## **Newspapers gain new lineage and advertising revenue; advertising managers and salesmen earn valuable awards**

In 1972 Family Weekly's year-around advertising space sales promotion program, "TRIP" (Tie-in Retail Incentive Program), stimulated the purchase by retailers of more than 5,000,000 lines in subscribing newspapers. Family Weekly's unique plan helps newspapers by alerting them to opportunities for developing more rop lineage, by tying in with manufacturers' marketing and promotion programs. This Family Weekly merchandising tool produced more than \$1,000,000 in revenue for the papers tied in with national brand name ads appearing in Family Weekly. Due to this lineage, subscribing newspapers' space salespeople received from Family Weekly prize points redeemable for about \$45,000, in their choice of quality merchandise. (More than 2,250 newspapermen and women are enrolled in the Family Weekly tie-in program.)

## **Newspapers gain new readers and raise circulation rates; managers and staffers win valuable awards**

Family Weekly's "Circulation Bonanza" program in 1972 stimulated nationwide participation by circulation managers and their staffs, who shared thousands of dollars in awards. They included overseas trips, prize watches, and many other desired merchandise items.



**Editors** were pleased at the popular varied content and colorful graphics of Family Weekly. More and more readership surveys indicated that Family Weekly was the best-read section in subscribing newspapers.

**Business managers** liked the improved cash flow induced by more advertising and circulation revenue that Family Weekly helped develop for their papers.

**Publishers** appreciated the prestige, goodwill value and profit that Family Weekly helped enhance.

The colorgravure magazine that's an integral part of 284 influential subscribing newspapers

# **Family Weekly**

**MORE THAN 10,000,000 COPIES DELIVERED EVERY WEEKEND**

If you'd like to know more about Family Weekly, phone or write  
the magazine's publisher relations representative in your area.

**President & Publisher: MORTON FRANK, 641 Lexington Avenue, New York, New York 10022 • (212) 935-5256**

**Vice President & Director, Publisher Relations: ROBERT D. CARNEY, 2530 Sherbrooke Drive, N.E., Atlanta, Georgia 30329 • (404) 636-5258**

**Vice President & Director, Publisher Relations: LEE ELLIS, 1537 Stanford Street, Santa Monica, California 90404 • (213) 828-4282**

**Publisher Relations Manager: ROBERT H. MARRIOTT, 3610 Market Avenue North, Canton, Ohio 44714 • (216) 492-3110**

**Merchandising Manager: CARYL ELLER, NYC—Assistant to the Publisher: JOSEPH G. ARMSTRONG, NYC.**



# A mat for all seasons... Certified Newspaper



They're the favorites of stereotypers everywhere—Certified Newspaper Dry Mats! Easy to handle. Easy to mold. And the highlights of the original halftones and type are always captured. In news publishing plants, large and small, all-year-round, you'll see our hand-pack or packless Certified Newspaper Mats in use speeding production, making stereotypers and their bosses happy. Certified Newspaper Dry Mats. You can depend on them.



Certified Dry Mat Corp., Dept. EP-1, West Groton, Mass. 01472

## CERTIFIED DRY MATS

Used as the standard of excellence since 1924

### JANUARY

- 20-23—Great Lakes Newspaper Mechanical conference. Sherman House, Chicago.
- 20-26—Suburban Newspapers of America. Hyatt Regency Hotel, Acapulco, Mexico.
- 21-24—International Newspaper Advertising Executives Association. Walt Disney World, Orlando, Fla.
- 21-Feb. 2—API Sports Editors seminar. Columbia University.
- 26-28—Texas Press Association. Marriott Hotel, Dallas.

### FEBRUARY

- 4-16—API Newspaper Promotion and Public Relations seminar. Columbia University.
- 4-7—SNPA Seminar, The Energy Crisis. University of Miami.
- 8-10—Alabama Press Association. Downtowner Motor Hotel, Montgomery, Ala.
- 8-10—Ohio Newspaper Association. Sheraton-Columbus, Columbus.
- 10-13—Inland Daily Press Association Winter meeting. Fairmont Roosevelt Hotel, New Orleans, La.
- 11-14—Southern Classified Advertising Managers. Atlanta Lodge, Cocoa Beach, Fla.
- 15-17—Pennsylvania Society of Newspaper Editors. Seminar on Press and Government. Sheraton Harrisburg, Inn, Harrisburg, Pa.
- 16-17—Texas Press Association Advertising conference. Cibola Inn, Arlington.
- 16-17—Oregon Newspaper Publishers Association. University of Oregon School of Journalism Press Conference, Eugene.
- 16-17—Women In Communication, Region 7. Downton Ramada Inn, Topeka, Kansas.
- 18-20—Texas Daily Newspaper Association. Fort Brown Hotel, Brownsville.
- 18-21—ANPA/NPRA Personnel Workshop. Del Webb's Towne House, Phoenix, Ariz.
- 18-March 2—API Managing Editors and News Editors (for newspapers over 50,000 circulation). Columbia University.
- 22-24—South Carolina Press Association. Town House Motor Inn, Columbia.
- 22-24—Northwest Daily Press Association. Hyatt Lodge, Minneapolis.
- 24—Women in Communications, Region 5, Hotel Westward Ho, Phoenix, Ariz.
- 25-27—New York State Publishers Association. Thruway Hyatt House, Albany.

### MARCH

- 2-4—Maryland, Delaware, D.C. Press Association convention. Sheraton-Lanham, Washington Beltway.
- 4-6—ANPA Newspaper in the Classroom Conference. Continental Plaza Hotel, Chicago.
- 4-16—API Management and Costs seminar (for newspapers over 75,000 circulation). Columbia University.
- 8-10—Mid-Atlantic Newspaper Mechanical conference. Hilton Hotel, Washington, D.C.
- 8-10—National Newspaper Association Government Affairs conference. Washington, D.C. Hilton.
- 9-10—Mississippi Press Association/Louisiana Press Association Annual Workshop. Prentiss Motel-Scottish Inn, Natchez, Miss.
- 15-17—North and East Texas Press Association, Arlington.
- 16-18—Advertising Executives Association of Ohio Daily Newspapers. Pick-Ft. Hayes Hotel, Columbus.
- 18-19—New York State Society of Newspaper Editors. Binghamton.
- 18-30—API Classified Advertising Managers seminar. Columbia University.
- 22-23—New Jersey Press Association News-Editorial Institute. Howard Johnson Motor Hotel, Atlantic City.
- 22-24—INPA Promotion/Research Seminar. Ramada Inn, Phoenix.
- 23-24—Hoosier State Press Association. Atkinson Hotel, Indianapolis.
- 25-27—Central States Circulation Managers Association. Marriott Motor Hotel, Chicago.
- 29-31—Tennessee Press Association Advertising conference. Hyatt Regency Hotel, Knoxville.
- 29-31—Pennsylvania Newspaper Publishers Association-Interstate Advertising Managers Association. Sheraton Harrisburg Inn, Harrisburg, Pa.

### APRIL

- 1-3—Spring Meeting of ISCMA. Hotel Hershey, Hershey, Penna.
- 1-4—Information Industry Association, Penn Center Holiday Inn, Philadelphia.
- 1-5—Newspaper Purchasing Association Conference. Regency Hyatt House, Atlanta, Ga.

Vol. 106, No. 3, Jan. 20, 1973. Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N.Y. 10022. Cable address: "Edpub, New York." Second class postage paid at New York, N.Y., and additional mailing offices. Titles patented and Registered and contents copyrighted © 1973 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$10.00 in United States and possessions, and in Canada. All other countries, \$25.00. Payment in sterling may be made to Editor & Publisher, "External Account," Chemical Bank, 10 Moorgate, London, E. C. 2, England.

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# Stay Active In The Marketplace.



Rochester (N.Y.) retailers count on the Gannett Newspapers (Democrat and Chronicle & The Times-Union) to cover this dynamic, million-person marketplace. Rochester now ranks an impressive ninth nationally in Median Household Income\*.

These same retailers also depend on The Rochester Newspapers for more sophisticated research such as that contained in the Continuing Market Studies, conducted by Belden Associates of Dallas. Data for this exhaustive, retail-oriented study was collected through face-to-face interviews in the home. Eleven key retailers including Sibley's, McCurdy's, Sears, Two Guys, J. C. Penney, and B. Forman were compared as to merchandise, pricing, service and appearance. The study gives retailers keen insight into their position in the market.

The study also confirms that the Rochester papers deliver 80% unduplicated readership on any given day, and 92% readership, on a cumulative basis, over a five day period\*\*.

The Belden Study is just one of the many forward-looking programs instituted by Cort Peterson, retailer-turned-newspaperman, whose promotion experience spans 25 years in top positions with the May Company, Montgomery Ward and Dayton's.

Open the door to discovery and opportunity in Rochester, New York. Put it in print, and stay active in the marketplace.

## **Gannett Rochester Newspapers** DEMOCRAT & CHRONICLE • THE TIMES-UNION

\*Sales Management's Survey of Buying Power, 1972

\*\*Rochester Standard Metropolitan Statistical Area (Four Counties)

Story and Kelly-Smith, Inc., National Representatives



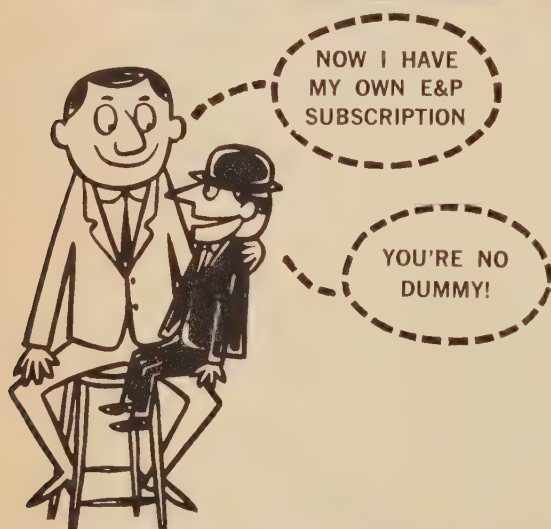
# IN COLORADO SPRINGS, THE GAZETTE TELEGRAPH IS RISING

WHILE THE "SUN" IS SETTING!

	GAZETTE TELEGRAPH	SUN
1971 Third Quarter	49,864	29,344
1971 Fourth Quarter	51,108	28,767
1972 First Quarter	53,003	27,571
1972 Second Quarter	53,939	27,152
1972 Third Quarter	56,060	26,983

Figures from September 30, 1972 ABC Audits

GAZETTE TELEGRAPH



ORDER YOUR OWN E&P SUBSCRIPTION TODAY. MAIL THIS COUPON.

EDITOR & PUBLISHER, 850 Third Avenue, New York, N. Y. 10022

Dear Editor & Publisher:

Please start my subscription now, addressed to:

Name .....  
Address .....  
City ..... State ..... Zip .....  
Company .....  
Nature of Business .....

☐ Remittance enclosed

\$10 a year, U.S. and Canada—  
All other countries, \$25 a year.

## CATCH-lines

By Lenora Williamson

INTERVIEWS IN EUROPE ARE MORE INTERESTING, Marlene Dietrich declared as she became irritated at the line of questions asked by tv reporters during a New York press session heralding her one-woman television debut. In Europe, she said, the press is "more interested in artistic things. Here they want to know if I'm going to wear a see-through dress, or if I wash the kitchen floor." Dan Lewis, in his syndicated column, reported that a reporter has asked, "Is it true you wash your own kitchen floors to work off your frustrations?" Answer: "I have no frustrations. I just like to keep a clean kitchen."

\* \* \*

STOP THE PRESS—A daily log in the composing room of the *Washington* (D.C.) *Star-News* for a certain Friday noted that press start was 9:18 a.m.—"18 minutes late." Official cause listed on log was "improper webbing of presses for color." Another cause of the delay, not reported at that time: A pressman, locking up plates on one side of a press, sneezed as the starting bell was about to ring at 8:58. His false teeth flew from his mouth and dropped beside a plate, out of view. All presses ordered shut down immediately. Teeth retrieved at 9:18 a.m. Presses started; teeth and pressman in good shape. Foreman visibly shaken.

\* \* \*

MS. SPORTS is the name of a column about women and sports written by Susan Craig for the *Albuquerque Journal*.

\* \* \*

AMONG THINGS THAT AREN'T WHAT they used to be, explains Lydel Sims in his "Assignment: Memphis" for the *Commercial Appeal*, is the split second. Sims got a reader inquiry asking about the shortest measured interval of time and had answered the last he heard it was a nanosecond, or one-billionth part of a second. A physicist from Los Alamos happened to be visiting in Memphis and wrote a note to set Sims straight. We, said the physicist, routinely deal with picoseconds. "A picosecond is one thousandth of a nanosecond, hence one trillionth of a second." And then he added a bit about a time interval of one hundredth of a billionth of a billionth of a second ("nuclear transit time"—the time it takes for light to travel across an atomic nucleus) as the shortest time interval theoretically possible.

\* \* \*

THE INEXACT TRUTH—The Black Cat column of the *Rockland* (Me.) *Courier-Gazette* reports that a lady being trundled into a hospital room struck up a conversation with her room-mate who explained that she had just been "in the expensive care unit three days."

\* \* \*

AH, THE MEMORIES captioned Bill Gold in his District Line column of the *Washington Post* reporting Mark Russell's comment in the weekly, *Roll Call*: "At the White House, tourists may view relics of the American past—a Dolley Madison sofa, Lincoln's bed, a picture of a press conference . . ."

(A puzzlement: in pursuit of spelling accuracy, a spot check of almanacs and bio dictionaries revealed 2 votes for "Dolley"; 2 for "Dolly"; 2, no mention at all. That ties it.)

\* \* \*

PURE GOLD DUST, the newsletter to correspondents from Golden A. Buchmiller, regional editor, of the *Salt Lake City Deseret News* starts off with a quote from Hugh Mulligan, AP: "Gentle care must attend the birth of a humor story." Further down, Goldie instructs his writers: "Please get out and re-read the treatise on humor writing which was in your Gold Dust envelope last month . . . Assignment—this month will you apply what you have learned from Mulligan's article and put as much humor as possible into your own stories. For my benefit will you attach a notice on your humor pieces requesting me to 'Watch for Humor.' I don't want to miss it!"

\* \* \*

WE GET THE PICTURE—"A paucity of postdawn puffy pupe clouds lightly punctuated Southland skies today as sunshine and balmy temperatures bathed the Basin," noted a *Los Angeles Herald-Examiner* weather lead.

EDITOR & PUBLISHER for January 20, 1973

# NEWARK METRO AREA- MOST AFFLUENT

**among all markets a million population and over!**

**\$15,963** *effective buying income per family*

SOURCE: 1972 SALES MANAGEMENT SURVEY OF BUYING POWER

**REACH AND SELL THE BIG GROWING  
NEW JERSEY MARKET THRU NEW JERSEY'S  
LARGEST NEWSPAPER**

**THE  
STAR-LEDGER**

**A NEWHOUSE NEWSPAPER**



# Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown  
Publisher and Editor

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit  
Bureau of Circulations  
Member, American  
Business Press Inc.



6 Mo. average net paid June 80, 1972—25.05¢  
Renewal rate—75.97%

## Newsprint shortage

The message from the president of the American Newspaper Publishers Association reported elsewhere in this issue is quite clear: The newspapers of the U.S. and Canada face a critical shortage of newsprint in 1974, and perhaps in 1973, if the increase in consumption continues at the presently indicated rate.

Estimated consumption during 1972 was 650,000 tons or 6.8% higher than 1971, the largest annual increase in history bringing consumption to a record high of 10,250,000 tons for the year. It is estimated conservatively that 1973 could bring another 5% or 500,000-ton increase in consumption. That would bring usage close to the rated capacity of North American mills, and there is no guarantee that these mills can produce at rated capacity. Additional newspaper growth in advertising and circulation for 1974 would place newspapers in the position of trying to scrape the bottom of a non-existing barrel of supply.

It seems to be clear that newspapers have been underestimating their own requirements or just neglecting to maintain their own stocks on hand. As of Nov. 30 publishers' stocks on hand declined to 19 days supply which was the lowest point in the record of such statistics.

There is no doubt that both the long-range and short-range forecasts for consumption—a demand for more than 13 million tons by 1980—indicate the need for new newsprint mills and machines. In the meantime, publishers who fail to build their own inventories by taking regular monthly shipments may find themselves in short supply without a supplier. From now on publishers should try to keep the mills operating at or near capacity because, as the ANPA says, "capacity not utilized in any month is lost forever."

## Curve ball from FTC

Ten months ago when the Federal Trade Commission proposed free "counter ads" on radio and television, under the FCC fairness doctrine, to rebut exaggerated or unsubstantiated advertising claims, E&P warned that some day someone would try to apply the same philosophy to newspaper advertising pages.

This week the FTC has thrown a curve ball around newspaper ad departments right over the editor's desk. The idea is to use the news columns to keep advertisers honest on the ad pages.

FTC proposes to check prices twice a month of 50 to 100 commonly purchased items in up to 10 supermarket chains in at least 12 metropolitan areas. The increase in aggressive and "lowest" price claims is cited by an FTC spokesman. Survey results will be announced at local press conferences with the aim of arranging newspaper publication of the full list.

"Local immediacy" and "public service" are given by FTC as the reasons why newspapers should do this. Perhaps! It might bring some chiselers into line, but because of the time lag between survey and publication, it will have little use as a "shoppers guide," bear little resemblance to current and fluctuating prices, and cause consumer confusion as to why prices listed then are not being charged now.

### The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Lenora Williamson

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, Richard E. Schultz, Kenneth R. Schmitt, Earl W. Wilken, Jay L. Williams.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

### OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 5102

Chicago: 111 East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor. Richard E. Schultz, Jay L. Williams, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall & Sands Inc. Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall & Sands Inc. Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birmington, Kent England. Alan Delafons, Manager.

### INDEX TO THIS ISSUE

Calendar .....	2
Catch-lines .....	4
NoRMA winners .....	14
People .....	30
Promotion .....	32
Stock prices .....	45
Syndicate .....	40
Weekly editor .....	34
Shop Talk .....	52

AD DISCRIMINATION

I cannot recall an EDITOR & PUBLISHER editorial more lacking in perception of an issue than your December 23 commentary on ad classification by sex. You allege that the anticipated Supreme Court ruling in the case of the *Pittsburgh Press* will determine "whether or not a newspaper can continue to provide a long-established service for its readers, saving them considerable time . . . cataloguing jobs by male interest, female interest, or male-female interest."

This is not the question at issue. No one is in any way questioned either the value of categorizing ads, or the newspaper's right to set up the categories. The question is whether a newspaper or other medium has the right, through these classifications, to effectively exclude males from some sorts of work and females from other sorts.

I think you will find many persons within the profession who feel the Commission on Human Rights is right, and the *Press* is wrong and discriminatory. Many of us are currently striving within our own organizations to eliminate the male-female classifications voluntarily. Males are obviously able to perform many of the jobs now listed under "female interest," and females are likewise capable of many of the tasks classified "male interest." Such being the case, male-female classifications are clearly and purely discriminatory.

I would suggest that publications interested in classifications which help the reader save time could adopt categories such as "light labor," "heavy labor," "secretarial work," etc., which would facilitate job hunting without discriminating by sex.

CHARLES A. RADIN

Radin is editor of the *Hackettstown (N.J.) Gazette and Washington (N.J.) Star*.

\* \* \*

SPECIAL AWARD

On April 18, 1945, Ernie Pyle was killed in battle action on Ie Shima, a 2 x 5-mile island off the West coast of Okinawa. It did not happen on Iwo Jima, as stated by Robert U. Brown when he wrote about memories of 1945 in "Shop Talk at Thirty" in the January 6 issue.

For personal reasons, I'm establishing a special Ernie Pyle Award. Anyone who gets the correct date and place in a published story or advertisement about Ernie will receive an 8x10 print of a photo of the Buddy Monument that was erected by the 77th Infantry Division to precisely mark that ill-fated spot on Ie Shima. Scripps-Howard people are especially eligible for this award.

MAURICE SELVIN

5 Juniper Rd.  
Andover, Mass. 01810

\* \* \*

CORRECTING GRAMMAR

Ah, the dangers of commenting on grammatical errors. Billie Brown of Atlanta, Ga. raps (E&P, December 23) Saul Freilich for a grammatical error in the catalogue of police bloopers.

Brown writes, "You might wish to point

out to Mr. Freilich that accepted usage prohibits the construction 'different than' in favor of 'different from.'" Brown then goes after the entire sentence in question and proposes this phrasing: "They are errors which give impressions far different from those the officers intended."

Well, score two for Brown: Accepted usage does not prohibit "different than." His proposed reconstruction of the sentence is in need of some fixing, too. He should use "that" instead of "which."

H. KENNETH HANSEN

(Hansen is chairman of the Society for Technical Communication Public Information Committee in Minneapolis, Minn.)

\* \* \*

FOR FEWER CHILDREN

In regard to Robert Winokur's denunciation of Allan Deutsch's letter in your column, please inform Winokur that he had best read the papers more carefully.

True, the birth rate has fallen to below replacement level at the present moment, but because of the large number of women of child-bearing age our population is expected to continue to rise for some years to come. Demographers now expect it to level off at about 250-280 million before true zero population growth occurs—providing the birth rate stays constant.

The drain on the world's natural resources, especially those which are non-renewable, is indeed serious, whether or not Mr. Winokur thinks so.

Speaking of "basic rights," what right is more basic to future generations than to be assured of sufficient natural resources for survival?

Having too many children is not a basic "right," and if Mr. Winokur thinks it is, he'd better examine his constitution, and the Bible as well. The latter document says "replenish," not "overpopulate."

DOUG FULTON

(Fulton is with the *Ann Arbor (Mich.) News*)

\* \* \*

BAD GRAMMAR

Apparently writing skill is not the political writer's number one "necessity for success" that Bill Boyarsky says it is (December 16, 1972, p. 14). Describing his improvement from the days when he did not have such skill, he says, "When I started, my grammar and spelling was terrible."

Mr. Boyarsky, and evidently E&P's proofreader, should recognize a compound subject and use a plural verb. Otherwise, their grammar are still terrible.

BERNDA MCKINSEY

(McKinsey is an English instructor at UCLA.)

\* \* \*

CONSENSUS

Please tell me that Roy Copperud didn't really write a book entitled *American Usages: The Consensus*, as he reported in his column of December 16.

I have been laboring for a long time under the assumption—confirmed by every dictionary I can find—that the word is *consensus*, derived from the same root as *consent*.

ROBERT F. CAMPBELL

(Campbell is editor of the *Gainesville (Ga.) Times*.)

BAD EXAMPLE

EDITOR & PUBLISHER has set a bad example for newspapers by using the letters Ms. for a new assistant woman's editor when announcing her appointment. (December 23 issue, *News-people* in the *News*.)

There is no known authority for Ms. Woman's Libbers are its reported inventors, but they have no right to impose it on millions of other women, or on the press.

Ms. is unpronounceable. How does one address a "Ms." verbally? Its use is an ignoble disguise of marital status.

Who could have authority to dictate its use?

Webster's New 20th Century defines Mrs. as the abbreviation for mistress and says it is the customary title for married women. It defines Miss as the title for unmarried women. It gives the origin of neither. Ms. is not in it.

Were Ms. to come into wide use, lexicographers might eventually accept it, but newspaper editors who opt to it will be asking for trouble from women who dislike it.

Regardless of Woman's Libbers' dislike of Mrs. and Miss, they have definite news value. They tell readers something they like to know, and something they are entitled to know.

E. WALTON OPIE

(Opie is publisher and editor of the *Staunton (Va.) Leader*.)

\* \* \*

WRONG IMPRESSION

Your story of Jan. 6 gives the erroneous impression that *El Mundo* has failed to pay back taxes in Puerto Rico. We have promptly paid all the taxes we owed.

There is a legal dispute as to whether our newspaper is entitled to flexible depreciation like other manufacturing concerns. Our attorneys insist that newspapers should be classified as manufacturing companies in Puerto Rico as they are in the United States. An officer of the administration which was defeated in November ruled to the contrary just before leaving office at the end of the year.

We are appealing the ruling and we are confident that our position will be upheld.

I. RODRIGUEZ

(Rodriguez is general manager of *El Mundo*.)

Short Takes

Bill Keller sank four soul shots in the last six seconds . . . — *San Diego Union*.

\* \* \*

Four Musicians who represented the school in the concert that was held last Saturday evening. — *Hamilton (N.Y.) Mid-York Weekly*.

\* \* \*

Eighty-seven nuns and 16 laywomen will be authorized next month to assume the priestly function of disturbing the Holy Communion.—*Hartford Courant*.

\* \* \*

However, Chief Brown feels the firemen did a "real good job" and did as little as possible in putting out the fire.—*Boonville (Mo.) News*.





"The New York Times'  
in-depth reporting of the worldwide scene  
is invaluable to an editor."

Sam Bornstein,  
Executive Editor, Boston Herald American

# Newsprint shortage looms on the horizon, says ANPA

Newsprint shortages are coming and are possible before the end of 1973, according to a statement last week to top executives of ANPA member newspapers from Stanford Smith, president of the American Newspaper Publishers Association.

Smith said his "disturbing statement is realistic when one examines carefully figures on newsprint capacity, production, consumption and earnings of newsprint manufacturers."

"Reserve manufacturing capacity in the U.S. is practically non-existent," he explained. "Reserve capacity in Canada for 1973 is estimated to be 700,000 tons but this is an exaggeration because it includes 90,000 tons for mothballed or inoperable machines for at least part of 1973, leaving only American standby only 500,000 tons. In his recent analysis 'The U.S. Economy and Newsprint Consumption in 1973,' Dr. Jon G. Udell projected 1973 consumption to reach 10,750,000 tons. If this projection turns out to be correct, the margin of safety would be reduced further to 400,000 tons or less." (Consumption in 1972 was 650,000 tons or 6.8% higher than 1971, a record high and the largest annual increase.)

"No added manufacturing capacity is expected in North America before 1974 when two U.S. mills expect to add a machine each. Although the result will be a net increase to capacity, in each case one machine will also be taken out of newsprint production by these same mills. Hence at least two years 'lead time' are required from decision to production of newsprint, the tight supply situation is inevitable.

## Contracts with unions

"Virtually every Canadian newsprint producer's labor contracts come up for renegotiation in 1973 and tough bargaining is expected. If strikes occur, the above margin of reserve capacity could be quickly wiped out." (Union contracts in Eastern Canada will expire April 30. In Western Canada the date is June 30.)

"In 1972 the big five Canadian pulp and paper companies only earned around 2½% on their investment in existing equipment built at low cost. Under present market conditions sufficient investment in new capacity at today's costs just will not be made.

"Manufacturers have been deterred from building new capacity by their financial position but they are taking some steps to correct the situation. The Canadian industry is seeking correction of unjust tax burdens with good prospects of success. They are also seeking freight rate relief. Newsprint companies are applying

strong cost control procedures and seeking improved manufacturing processes through research while applying modernization and speed-up of old machines."

## No solution seen

Smith said that in the long run there is no solution except new mills or new machines to produce the newsprint that U.S. and Canadian newspapers will surely need in 1975 and thereafter.

For the short run, he advised publishers to follow the long-standing advice of suppliers to place orders in advance, take shipments every month and maintain reasonable inventories in their plants. "Capacity not utilized in any month is lost forever," he admonished.

Publishers stocks on hand dropped at the end of November to 19 days supply, the lowest point for which ANPA has records, and compared to 26 days the year before.

## Newspaper growth forecast

In the forecast mentioned by Smith, Dr. Udell said "the healthy outlook for the U.S. economy promises a substantial growth of newspapers and newsprint consumption during 1973.

"Assuming a newsprint consumption of 10,250,000 tons in 1972 and a five to six percent real growth of the economy in the year ahead, newsprint consumption should advance to 10,750,000 tons in 1973. A U.S. consumption of 10,750,000 tons would be 5% more than the estimated consumption of 1972. This prediction is conservative in light of the likely economic growth of the U.S. However, consumption could fall short of the prediction if these were substantial losses due to strikes against newspapers.

"A 500,000-ton increase would bring demand dangerously close to rated capacity, especially during the latter months of the year when consumption is heavy. There is some question as to whether or not mills could actually produce at rated capacity. More important, additional growth during 1974 could produce an extremely tight newsprint situation. Also, if the predictions of this report for 1973 should be too conservative, shortages of capacity could appear within the next 12 months (1973). Therefore, both the current growth of demand and the long run trend predictions indicate that new capacity will be needed in the future."

Dr. Udell has projected 13,100,000 tons consumption for 1980 assuming an annual growth rate of 3.7% for the national economy. He pointed out most economists predict an average annual economic growth of 4% or more.

# NLRB to hold hearings on moonlighting

The extent to which Gannett Co., Inc. may restrict outside activities of newsroom employees at its two Rochester, N.Y. newspapers will be the subject of hearings ordered by the general counsel of the National Labor Relations Board (NLRB).

The counsel's ruling reversed an earlier decision by the NLRB's Buffalo regional office dismissing an unfair labor practice charge filed against Gannett by the Newspaper Guild of Rochester, bargaining unit for the employees.

Although agreeing that objections voiced by the Guild to a new outside activities clause warranted further study, the board upheld the regional director's finding that Gannett had not been using the issue to frustrate reaching a new agreement.

According to Guild president James A. Sykes, the clause demanded by Gannett would ban all off-duty activities of newsroom employees of the *Times-Union* and *Democrat and Chronicle* without prior approval of the executive editor.

"The company has told us that the proposed contract language could be interpreted to mean that Guild members would have to seek permission to hold office in such groups as the Knights of Columbus or a Planned Parenthood organization," he said.

Sykes said that while the Guild agrees that reasonable restrictions on outside work are required to preserve the integrity of their reporting and the reputation of the company, Gannett has not justified the need for controls over uncompensated activities of its newsroom employees.

Guild attorneys during their research on the appeal of the regional director's ruling found no record of any other publishers making similar demands upon newsroom employees, Sykes said. "We feel that the hearing ordered by the NLRB could result in a precedent-setting ruling," he said.

The Rochester Guild, Local 17, The Newspaper Guild, has been working without a new contract since Nov. 17, 1968. The outside activities clause is now the main issue holding up an agreement between the Guild and Gannett.

## Multimedia buys

An agreement in principle to sell the stock of the Clarksville (Tenn.) Leaf Chronicle Co. to Multimedia Inc. of Greenville, S.C. has been reached. Included in the sale was the *Leaf Chronicle*, an evening and Sunday paper with a sworn circulation of 15,110 and its three subsidiary companies which own and operate 15 weekly newspapers.



# Series in Chicago Defender criticizes 'white' press

By Margaret Cronin Fisk

A series in the *Chicago Daily Defender*, one of the largest black newspapers in the U.S., has accused Chicago's major dailies of considering black life "incredibly cheap and unimportant."

One article written by Defender staff writer Robert McClory, charged that in the non-black press "black deaths and tragedies are so often overlooked completely or find their way only as far as the obituary pages, that it seems the murder of a black man is regarded by the press as a 'death due to natural causes'."

The series which began January 6, was written partially in response to protests black Chicagoans had been voicing over coverage by the white media of the De Mau Mau organization.

McClory said black ministers and other community leaders had been holding meetings on the South Side of Chicago following articles publicizing police reports of De Mau Mau, a black organization allegedly formed to kill whites. Blacks were also critical of recent disclosures of financial mismanagement by the president of Malcolm X College.

## Blacks singled out

McClory said blacks at the meetings charged the white press singled out wrongdoing by blacks and accepted uncritically police reports of black conspiracies.

The McClory series focuses on "ordinary day-to-day reporting" claiming indifference by the Chicago dailies to such stories as murders where blacks are victims.

In McClory's first article he cited the non-coverage of the violent deaths of eight black businessmen and compared the coverage of murders.

In one case, McClory said, a white stabbing victim made the front page with 32 paragraphs in one paper, 19 in another and 16 in still another.

A black woman was murdered in similar circumstances the same day McClory said, but her murder merited only slight mention at the bottom of lengthy follow-ups of the white case. In one account the black victim's name was incorrect, McClory said.

One black victim who was not overlooked, McClory said, was a young former Chicagoan gunned down in Atlanta, Ga. The dead man had worked in a Black Muslim store in Atlanta. One newspaper said the murder represented a "new wave of violence in power struggle among Black Muslims," according to McClory. He charged, however, "the story in no way indicated how or why (the) murder had been linked to Black Muslim friction."

McClory said the Defender's columns previously had included criticism of black coverage in the mass media but "only in passing. This is the first time we've gone into specifics." He added, "usually it was

just a blanket assertion."

Publisher of the Defender is John Sengstacke, who is also a member of the board of directors of the American Society of Newspaper Editor's.

Emmett Dedmon, editorial director of the *Chicago Daily News* and *Chicago Sun-Times*, said he had not seen the Defender series and would have no comment.

Clayton Kirkpatrick, editor of the *Chicago Tribune*, said he had seen one part of the series but would have no comment at this time.

Lloyd Wendt, editor and publisher of *Chicago Today*, said he read the series but would not comment on it.

\* \* \*

## Sniper coverage rapped

The *Boston Globe* said in an editorial (January 12) that accounts of the New Orleans sniper shootings "raised new doubts about the ability of the news media to report sensitive stories that involve black people and crime."

The *Globe* said: "The five days of coverage have been marked by confusion, contradictory stories and unanswered questions, and, in a vacuum of evidence the news media have disseminated a good deal of aspersion, insinuation and innuendo. . . ."

"The sniper, Mark Essex, 23, of Kansas, was black, and that fact, it now seems, was exaggerated by the news media in their treatment of the story. The press was willing, perhaps eager, to accept, without evidence, the suggestion that the shootings were part of a national conspiracy to kill policemen."

The *Globe* cited the final report of a forum on national priorities held at Harvard in 1972. The forum was sponsored by the Congressional Black Caucus, three newspapers and Harvard's Institute of Politics.

The report claimed "In the America seen through the lens of the white-controlled mass media, blacks are either invisible or glimpsed in distorted focus. There is widespread, long-standing and deeply entrenched racism among the entire mass media. There is a clear pattern of systematic exclusion, distortion, deliberate mishandling of black people, communities and culture."

The *Globe* concluded "That stands as a more serious indictment of the press than anything Spiro Agnew has proffered, and its message is unmistakable. We can no longer turn our heads and pretend that we just don't hear it."

## Wins silver spoon

Ruth Ellen Church, food editor, *Chicago Tribune*, has been given the Silver Spoon Award of the National Association for the Specialty Food Trade Inc. for her syndicated wine column.

# Unions abandon strikers at Charleston W.Va.

After almost 15 months, the strike against Newspaper Agency Corporation of Charleston, W. Va. is almost at an end. All that remains is clarification of legal questions before the National Labor Relations Board in Cincinnati.

The break in the often-violent strike came when locals representing striking mailers, composers and route drivers withdrew that representation. Earlier, the national union, the International Mailers Union had announced that it would no longer support the over 200 strikers who have been out since November 19, 1971.

The NLRB must now conclude work on de-certification motions, and if the requirement for a de-certification election is waived, the strike will become history. Picket lines have already been withdrawn, and plans are going ahead for the resumption of normal production.

The unions originally struck the paper over the question of a union shop, but tensions increased when the papers involved, the *Charleston Gazette* and the *Daily Mail*, recruited non-union workers to man the jobs held by the strikers, and was able to continue publication.

A spokesman for the papers said that they "were very relieved" that the strike was over, and that hoped-for modernization and a change to offset printing could be accomplished quickly.

A spokesman for the strikers said, "It's over, we've lost." The NAC indicated that it was anxious to hire back the strikers, and said they would be given all "rights and privileges accorded them by law and by court decisions." In accordance with an NLRB ruling, the strikers who could not be immediately rehired would be placed on preferential hiring lists. The only strikers who would not be hired back with privileges would be those who had been found "legally guilty" of having committed "acts of violence against the corporation."

However, each case would have to be reviewed separately, and rehiring would be on the basis of experience. At present, the people working in the composing and mailing rooms, and the drivers, are not represented by any union.

The final NLRB action on the de-certification question is expected imminently. The 14 month strike had been marked by several outbreaks of violence.

## Newspaper closes

The *Home Journal*, a daily newspaper on St. Thomas Island for 21 years, ceased publication January 12. J. R. Smith, chief executive officer, said that it would be replaced by a weekly paper called *The Weekly Journal*. Smith said "overwhelming economic problems" made the daily prohibitive.

# Voluntary bench-bar-press guides found to be working

A large majority of editors, lawyers and judges who participated in a survey of the fair-trial, free-press situation in 23 states report that voluntary agreements between the news media and the legal profession have been successful.

Fu Blonk, managing editor of the *matchee Daily World*, reported this week on the survey conducted by the Freedom of Information Committee of the Associated Press Managing Editors Association. Blonk is vicechairman of the committee.

Blonk said that a large majority of those replying in the 23 states which have voluntary agreements felt that the codes have resulted in improved news coverage of trials and arrests while protecting freedom of the press and fair trial.

The study disclosed that editors in 20 of the 23 code states feel there has been no appreciable loss of the people's right to know. In one state it was felt that some freedom had been lost, and in two states there was no clear-cut agreement.

The bench-bar-press agreements came out as the result of an American Bar Association effort several years ago to safeguard fair trial. The ABA issued a document called the Reardon Report, which many newsmen opposed because they felt it encroached on freedom of the press.

In a countermove, a number of influential editors argued that voluntary state bench-bar-press agreements would be more workable in assuring both fair trial and free press. Subsequently the ABA relaxed its efforts to restrict news coverage while editors brought about an increasing number of codes of restraint.

Blonk said that more than 200 APME questionnaires were sent to selected editors in every state and to members of the legal profession chosen at random in the states which have voluntary codes.

Blonk said that editors in only one of the 27 noncode states—Alabama—reported a concerted effort to bring about cooperative code. And editors in only a quarter of the remaining noncode states felt there was much of a chance for a voluntary agreement being drawn.

There were 41 press replies from the 23 code states and 46 from noncode states. Replies were received from the legal profession in 19 of the 23 code states.

The 23 states that have adopted the operative approach are Arizona, California, Colorado, Idaho, Kentucky, Massachusetts, Minnesota, Missouri, Nebraska, New Jersey, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, South Dakota, Texas, Utah, Virginia, Washington and Wisconsin.

Editors in all but three of the code states said the agreements were quite successful or had a degree of success. A Texas editor said there was no effect either way and editors in Idaho and New Jersey said it was too soon to tell.

Editors in 20 of the 23 code states said they felt they were better off with the agreements than without them.

Blonk said that enthusiasm for the agreements—which involves judges, prosecutors, lawyers, police officers and others—was shared by members of the legal profession responding to the survey.

In 18 of the 19 states from which replies were received from lawyers and judges, it was reported that the agreements had improved coverage of trials and arrests while safeguarding free press and fair trial.

Some lawyers and judges reported violations of the voluntary pacts in some states but said they were not of such magnitude as to destroy the effectiveness of the effort, Blonk said.

## Louisville paper urges public to demonstrate against the war

*Louisville Courier-Journal* called for large-scale, peaceful demonstrations in Washington on Inauguration Day in a January 3 editorial.

The object of these demonstrations was to convince the world that the President's November re-election victory did not "include a mandate for the barbarous destruction of Vietnam," the editorial said.

The nearly 450-word editorial, which was arrived at after "long and careful" consideration by the paper's editorial board, was not "a call for the trashers, the burners and the looters," but rather was intended as an appeal to the "many millions of loyal but heartbroken Americans."

The *Journal* emphasized that since the ceremonies will be televised that they would present an "ideal time" to protest the recent massive bombing of Hanoi.

The editorial called for a demonstration similar to the November, 1969 Moratorium Day demonstration that brought a quarter of a million people to Washington.

## Fire damages paper

A fire (January 3) at the *Mt. Carmel* (Ill.) *Daily Republican-Register* caused more than \$60,000 worth of damage to editorial offices and composing room. The newspaper was unable to publish on January 4 and 5. A. Philip Tofani, publisher and editor, said insurance would cover the loss.

## Amtrak editor

John McLeod, travel editor of the *Washington* (D.C.) *Daily News* before it merged with the *Washington Evening Star*, has been named to the newly created post of Amtrak travel editor.

## Idaho judge cites editorial as reason for moving trial

As a result of an editorial published in the *Pocatello* (Ida.) *State Journal* dealing with rape, District Court Judge Gus Carr Anderson has granted a change of venue in the trial of a man, accused of the 1971 attempted rape and kidnapping of a Pocatello woman.

The editorial, which appeared the night before the trial was to begin in Anderson's court, was objected to by both counsels as being prejudicial to the defendant. The newspaper was further ordered to appear in court to show cause why it should not be held in contempt.

In a brief 30 minute hearing (January 15), the judge dismissed the charge saying that he understood the editorial was published in good faith.

Managing editor Lyle Olson said of the judge's decision: "I am still utterly baffled by the judge's actions. Neither I nor the editorial staff was aware that a trial was pending, but even if we were, the editorial in question is really quite innocuous."

Commenting on public attitudes toward rape, the column cited a recent case in Washington, D.C., in which an accused rapist was acquitted by a jury on the ground that the victims (two college students) had not struggled enough.

The editorial stated: "A very real dilemma faces a woman being attacked. Should she follow police advice not to resist and be considered a willing partner, or should she demonstrate her innocence and wind up in a hospital—or morgue."

Said Olson: "There is nothing here on the order of a public outcry against the crime of rape. Simply a discussion of the attitudes of those involved. I think the judge just lost his cool."

## No progress in strike by New Haven pressmen

A strike by the Printing Pressmen and Assistants Union No. 47 against the *New Haven Journal-Courier* is now into its sixth week with negotiations seemingly at an impasse.

The central issue is a planned reduction of crews on the paper's two presses from ten to eight, which the union claims will mean a loss of regularly scheduled work, and subsequently a loss of jobs in the 36 pressmen shop.

Other disputes involve the union's demand for a 5.5 percent wage hike, alleged reductions in holiday pay, and elimination of night-shift bonuses.

Since the contract expired November 22, the paper has been printed by supervisory personnel from the advertising and business departments.

No negotiations have taken place since the talks broke down Christmas week, and neither side has expressed any optimism about an early settlement.



# Tom Crowe: INAE's 49th president

At age 13, most boys want to be professional ballplayers . . . or firemen . . . or policemen . . . or like their fathers.

Tom Crowe wanted to be a newspaper ad salesman.

"Someone recently asked me how I managed to get into this business," said the President-elect of the International Newspaper Advertising Executives Association, "and I began to wonder if I have ever thought about anything else in my life."

It started, as you might imagine, with a paper route, delivering the *Detroit Times*. Tom Crowe remembers the date, September 1, 1939. He doesn't recall the exact time, but he remembers it was early in the morning and very dark. The truck-driver came to the front door with 100 papers and said "you've got to go out and sell these 'extras'."

After much pleading with his mother who didn't relish the idea of peddling papers in the dark, Crowe recalls, "I went riding up and down my route hollering at the top of my lungs; 'EXTRA, EXTRA, HITLER BOMBS WARSAW!'" "The people came rushing into the street . . . it was thrilling . . . I think it was then that I first realized that many people didn't read the *Times* because nobody had asked them to try it."

"It was quite a thrill to see porch lights go on and see people rushing out to the street and I think it was at that time I realized that a guy could really make a lot of money in the newspaper business because the price of a daily newspaper in Detroit was 3c a copy, but do you know something, I don't think anyone paid just 3c for that extra. Some people grabbed a nickel, others a dime, but you'd be surprised how many even came running out with a quarter in their hands. The nice thing about it was that no one expected any change, and I sold every one of those 100 papers!"

## Put food on the table

"When I got home my Mother and I sat at the kitchen table and counted the money which was pretty darn important in those days because my father died when I was 9 years old and there were some mighty lean years when that paper route of mine accounted for some of the food on the table.

"I don't know how many years it's been since a kid has gone out and sold an extra but I'll certainly never forget that one. I was so doggone proud of my self as a salesman, but along with being proud, I was also thankful. And, as I told my mother, it's a good thing people didn't ask me any questions because after it was all over, I said; 'By the way Mom, who is Hitler and where is Warsaw?'"

Shortly after, he began filling in temporarily as branch manager while the district circulation manager looked for a new man. It took a long time to find him, and in the interim, young Crowe picked up more valuable experience.

Following that came a part-time job in the circulation department during high school ("actually it was 40 hours . . . and



THOMAS K. CROWE  
Indianapolis Star and News

a whopping \$18 a week salary") as a "general cleric." His job was processing stop orders and running off reader insurance policies and collection cards on an addressograph machine ("the machine was so noisy, I did this when everybody went home at 5:30 . . . it was a lesson in self-discipline, because, you see, the boss also left at 5:30").

## Finds competition challenging

In 1944 Crowe entered the Navy, and upon discharge, immediately sought work on his old paper, the *Detroit Times*. "I was very interested in advertising, but felt much more comfortable in circulation. It was a big and difficult choice for me, but my good friend Bill Mills, then business manager of the *Times*, suggested I go to work in the classified advertising department. Anyone who knows about newspaper classified sections will remember that the *Detroit News*, was, and is, one of the tops in the country. But I welcomed the challenge of selling ads against them."

The salary was \$44 a week, up from \$18, but after a couple of years in classified, restlessness began to set in. Visions of full page ads and big budgets were swimming in his head, so he gathered up his courage and in 1948 went to see the retail advertising manager Charles B. Lord, a former president of INAE. When the secretary announced him, Lord asked "who the hell is Tom Crowe?"

"I almost lost my nerve right there," confesses Crowe. "He looked up at me and asked what was on my mind. I replied, 'I know I can sell display advertising and that's something you don't know. But if you don't give me the chance, neither of us will ever know for sure.' He stood up and said, 'I like your attitude, let's go see Jess Fleck the advertising director.'"

A job as salesman in the retail department soon followed, and with it a territo-

ry which "stretched as far as it had to to get the ads." "Of course I had some established accounts," said Crowe, "but I knew I had to do better, so I started canvassing. In Highland Park there was a small appliance store known as Highland Appliance and there I had my first test as an ad salesman.

"The man there said that he disagreed so much with our editorial policy that he got angry every time he read the paper. I told him that was just great, it's what newspapers are all about . . . like it or not, you read it just the same. Anyhow, I sat down with the man's son, who had intervened on my behalf, and wrote a two column, five inch ad for a refrigerator. I came back to the office one excited young guy."

Things really hadn't changed much from the delivery-boy days, only the stakes were somewhat higher, and consequently the rewards. Needless to say, Highland Appliance is today a successful chain operation and major appliance advertiser.

## Works with Sears

Another account particularly rewarding to Crowe was his association with Sears and its sales promotion manager, the late Jim Glasgow.

In 1955, during the newspaper strike that left him facing the Christmas season without a job, he received a call from Glasgow offering him a temporary job as salesman. "What could have been a catastrophe turned into a great asset. I learned a tremendous amount from Jim about retailing and retail advertising."

Crowe spent 12 years with the *Times* as a retail ad salesman and in that time learned the business inside and out. By April of 1960, he was restless again, and ready to move into management; unfortun-

(Continued on next page)

(Continued from page 12)  
ly, there were no openings on the  
f. The decision was to leave Detroit,  
it was not an easy one.

When I told Beth, my wife, that we  
ld probably have to leave Detroit, she  
smiled and said, "wherever you say,  
I get along fine anywhere as long as  
e together."

he opportunity came in a telegram  
n Charlie Lord, who was then adver-  
ng director of the *Star* and *News* in  
ianapolis.

rowe, who had stayed in close touch  
his former mentor and idol, was  
red the position of assistant retail ad-  
tising manager which he gladly ac-  
ted.

or Crowe the move meant more than  
t a move up into management ranks, it  
s like joining a "family" at the *Star*  
l *News*. "I say family because that's  
lly the kind of atmosphere I found  
self in. Just a week or so after joining  
company I attended the annual family  
nic at the Fourth Estate which is a  
reation area provided for employees. It  
s certainly quite different coming from  
e atmosphere that prevailed in Detroit  
one of mutual trust and admiration."

After becoming retail ad manager in  
61, and assistant ad director the follow-  
g year, he succeeded the late Charlie  
rd as ad director, in 1967.

#### Future looks bright

On the subject of the future of newspa-  
r advertising, he is optimistic, to say  
e least. "I believe the future is bright  
d will get brighter no matter how many  
ferent forms of reaching consumers  
me along," he asserts, "because newspa-  
rs are a news medium, and newspa-  
r advertising is news to its readers. On  
7 and radio, it is only an interruption."

To Tom Crowe, newspapers not only  
ve news of a town, they mirror its char-  
ter; and advertising helps to present  
e total picture. "A man who contem-  
ates doing business in a distant town,  
cks up the local newspaper and sees a  
ue picture of the men he will have to  
al with; their enterprises, and in about  
l cases, he can estimate the character of  
e men soliciting public patronage."

"A newspaper, unlike a booklet about a  
ty, is not the opinionated production of  
e person, but a chronicle of the  
oughts of thousands." As he says,  
Show me a good newspaper, and I'll  
ow you a good city."

"The newspaper advertising business is  
ive and well and I'm just as excited  
out the future of our business today as  
was selling extras about that guy named  
tler in 1939."

Crowe takes an active role in business  
nd civic organizations. He is on the plans  
committee of the Bureau of Advertising, a  
director of Newspaper Preprint Corpora-  
tion, past president of the Advertising  
Club of Indianapolis, vicepresident of the  
Better Business Bureau of Central Ind-  
na, a member of the executive committee  
of the Downtown Promotion Division of  
he Merchants Association of Indianapol-  
s, and a director of the Boys Club Associ-  
ation.

Crowe has two sons, ages 25 and 22, a  
1-year old daughter and one grandson, age  
1.

# Penney, ZCML, I. Miller and Ziesel's win NoRMAs



John Lucas  
Ad Manager  
J. C. Penney Co.



R. D. Monson  
Ad Manager  
ZCML



Katie Rosenberg  
Ad Director  
I. Miller/Miller Eye



D. D. Williams  
Chairman of Board  
Ziesel's

Four retail stores were picked as the  
best newspaper store ads in 1972 in a  
competition sponsored by the National  
Retail Merchants Association and the Bu-  
reau of Advertising.

The winners—J. C. Penney Co., ZCML,  
I. Miller, and Ziesel's—were singled out  
as the best ads in four categories, based  
on sales volume.

The winners were presented a silver  
shopping bag embedded in a block of luc-

ite as a trophy during the NRMA's annu-  
al convention in New York on January 9.  
Morris L. Rosenblum, vicepresident and  
creative advertising director, Macy's, who  
is chairman of the NRMA sales promo-  
tion division, and E. Lawrence Goodman,  
vicepresident, department store sales,  
Bureau of Advertising, ANPA, presented  
awards to the winners, runner-ups and  
honorable mention.

*Winning ads are shown on pages 14 & 15*

## Utility ads answer customer complaints

Florida Power & Light Co. and their  
agency, Bishopric & Felden, Inc. have de-  
veloped a new ad series which takes notice  
of customer complaints and tries to an-  
swer them openly.

The series, "You Ask, FPL Answers"  
invites customers to write in with their  
questions. Ads then appear, built around  
these questions, and an FL&P response.

The ads run in newspapers and on tv,  
and radio. Spokesmen for the company  
say that using the "news media is the

most efficient method to relay the facts"  
to FL&P's 1.4 million customers.


Questions generally are of the type that  
ask about environmental impact, rates  
relative to other areas, or plant construc-  
tion.

## Name changed

The Meriden Record Company,  
Meriden, Conn., has changed the name of  
the afternoon daily newspaper from  
*Meriden Journal* to *The Journal*, effective  
January 2.



.....



*'Cited for emphasis on consumer benefits.'*

[illegible]

www.broadbandbusiness.com.au dated 26.12.2009

The Classic 20's by Farah. A whole new bag. With cuffs, 2 1/2" wide and pleats and belt loops - and a leg that's as wide at the top as it is at the bottom. To give everything you wear an entirely different look. Executed in Farah's premium Tarpless flannel, 65% polyester, 35% rayon. Three versatile colors: navy, chocolate, wine. Waist sizes 29, 30, in medium, long and extra-long lengths. They're in the Fall catalog for just \$13.

mex. and match. mex. and match. and mex. and match.

mex. and match. mex. and match. and mex. and match.

mex. and match. mex. and match. and mex. and match.

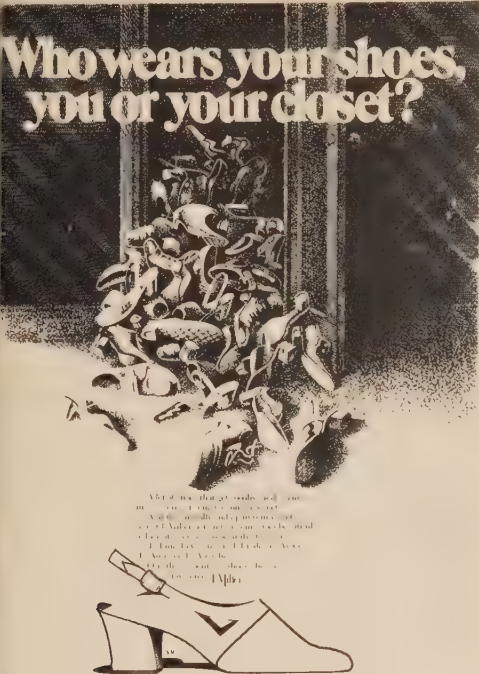
Rhodes


**ZCM**

EDITOR & PUBLISHER for January 20, 1973

or the best newspaper retail advertising

**Who wears your shoes,  
you or your closet?**



Most of the shoes in your closet are probably sitting idle. They're waiting for the day when you'll wear them. But why not wear them now? I Miller/Miller Eye has a special offer on a wide variety of shoes. Choose from a wide variety of styles, colors and materials. And when you buy a pair of shoes, you'll also receive a free gift. So why wait? Visit our store today.

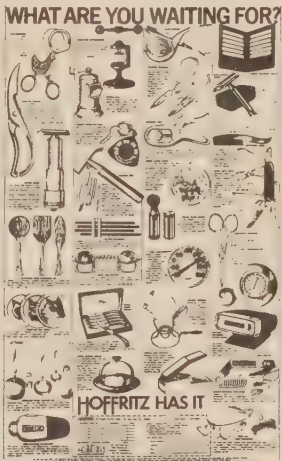
**I. Miller/Miller Eye**  
450 Fifth Ave.  
N.Y., N.Y.  
Katie Rosenberg, Ad Dir.

\$5 to \$25 million  
sales volume:

**FIRST AWARD**

**I. MILLER/MILLER EYE**  
450 Fifth Ave.  
N.Y., N.Y.  
Katie Rosenberg, Ad Dir.

**WHAT ARE YOU WAITING FOR?**



**HOFFRITZ HAS IT**

Runner-up  
**HOFFRITZ FOR CUTLERY**  
N.Y., N.Y.  
Leonard Silver, Pres.

'Cited for presenting a situation with which the average woman identifies.'

**Ziesel's**



**IT'S THE AMERICAN  
WAY WITH WORDS BY  
ROBERT CALDERMAN**

**ROBERT CALDERMAN**

Under \$5 million  
sales volume:

**FIRST AWARD**

**ZIESEL'S**  
327 S. Main St.  
Elkhart, Ind.  
Thomas H. Waltz, Ad. Mgr.

**WALDOFF'S**



**WALDOFF'S**

Runner-up  
**WALDOFF'S**  
Hattiesburg, Miss.  
Sissie Myrick, Ad Mgr.



# Ad bureau report plots future of retailing

In a study of trends in retailing between now and the year 2000, Dr. Leo Bogart of the Bureau of Advertising has found that there will be an even greater increase in specialty stores and consumer services.

The study was conducted by Robinson Associates, Inc. and the Bureau of Advertising for presentation to the NRMA annual convention last week in New York. In making the survey, a group of leading retailers were invited to make predictions of developments in the next 27 years.

The results of these initial predictions were then fed into a computer, and the results were then presented for analysis to a panel of 105 retailers. Once again, after their discussions, the results were fed into a computer.

It was after this process was completed one more time, that results were correlated and drawn up into report form. Dr. Bogart evaluated these for BoA and then presented them.

While there can be no real certainty in predictions, the test theory was utilized to get retailers reaction. The final reports, entitled "The Future of Retailing" contains both positive and negative thinking.

## Higher incomes

The group felt that by the year 2000, 60% of American families would be earning \$15,000 in annual income for the average family. This is an increase over the present 25%. This it is felt, will cause an increase in "the demand for quality and specialty merchandise . . . it will require better customer service and better personnel."

The increased affluence of the American family will also mean an increase in college education. The 30-34 age range college proportion is at present 1 in 3. This will rise to 1 in 2 by the end of the century. This increased education will naturally also increase and alter expectations. Consumerism is found to be particularly strong amongst college educated persons.

The other major demographic consideration is the expected rise in the number of working women. It is expected by the report's respondents that 65% of women 18-64 will be working by 1987. This would have the effect of altering traditional store hours, and perhaps upgrade women's fashions.

The report took note of the impact of the media. Newspapers were found to play an always important role in the retailers attempts to communicate with the customer, and note was taken of specific improvements in local editions, and innovations in technology and printing. In speaking of the specific role of newspapers, the report found that "the shape and future of newspapers can be found in the future of retailing."

The report found that retailers expect that there will be a dramatic rise in the in-home use of cable TV. By 1990, the report found that 50% of American homes

are expected to have cable TV.

Cable would be much more than a simple at-home family entertainment system. It would be used as a two-way medium, with stores able to provide new techniques for in-home merchandising, and ordering.

This would have the effect of lessening the impact of the commercial TV advertising, as cable would give the viewer greater freedom of choice and thus minimize the concentrated audience of commercial TV.

## No boom in advertising

While the report does not see any substantial increase in ad expenditures, there is a definite feeling that ad dollars will have to work harder, and will be used to pin-point items.

This impact must also be considered in light of the finding by the group that there almost will certainly be a standardized nation-wide credit card system by the middle of the next decade.

This would tend to erode traditional store allegiances, and yet, would also serve to cut store costs. Ad dollars would not be increased substantially because of increased costs in other areas, particularly labor and utilities.

It seems unlikely that the disintegration of the central city can be halted, or that restoring the flagship store of a retail chain can be accomplished. The retailers do remain optimistic about chances of reversing the decline and perhaps coming to grips with the problem of teen-age drug addiction and hard-core urban ghetto unemployment. If such changes did take place, it would mean significant differences in terms of restoration of flagship stores, and an increase in urban buying power, and an increase in inner city employment.

The increase in education and affluence and perhaps the full-scale adoption of the 4-day work week, would present the retailer with the greatest challenge—the utilization of diminishing time. There would be likely innovations in in-store use of computer and other business aids, but the specialization that the retailers see would also require greater and more careful training of the sales personnel. This also is true in light of the increase in consumer awareness.

While consumerism may just be a periodic fad or "topical," the retailer must be ready to meet the challenger. Retailers admit that consumerism is a positive benefit in that quality is increased. Their main objection rests with manufacturers, who, they feel, are not producing quality merchandise. This could lead to more private labelling by stores to insure quality and allegiance.

Labor costs now represent 19% of total operating expenses, and there is no reason to believe that these costs can be lowered in the future. Especially in light of the possibility of 24-hr, 7-day stores. Some food markets are on 6-day, 24-hour schedules at present, and the increase in work-

ing women will serve only to accelerate this pace.

Branch stores will tend to be specialty stores, with the old-fashioned store that has everything becoming rarer. Shopping will become more self-service oriented, and this will require modifications in store design and layout.

The report found that one-third of advertising would be used to "pin-point" specific consumer targets, and that there would be no increase in sales/ad ration.

Nearly 50% of the respondents say that over one-third of all general merchandising will be done outside the store, and that there will be an emphasis on in-store boutiques and specialty shops.

## Food store price survey proposed by Federal Trade Comm.

The Federal Trade Commission has proposed a plan which would survey supermarket prices and make them available to newspapers for publication.

The proposal, which must go through a 60-day comment period before it could be enacted, would enable shoppers to overcome the mass of counter-claims that surround grocery shopping, the FTC said.

The survey would be similar to one which has been conducted in Hawaii since April, 1969. In that program, there is a weekly survey of prices made, and the results are then offered to the local papers as a public service.

The material can either be run as straight news, or in a column format. Officials have been pleased with the reaction of the papers, and the Hawaiian papers report that there have been "no threats and no cutbacks" of supermarket advertising.

## 12 city test areas

Under the proposed FTC plan, between 50 and 100 items would be surveyed twice a month, in 12 metropolitan areas, including New York, Chicago, Boston, Los Angeles, Washington, Kansas City and Cleveland.

In one variation of the Hawaii program, which was "studied long and hard" according to an FTC spokesman, the item to be priced would not be revealed before hand. In Hawaii, the same items are surveyed every week. If the proposal is adopted, different items would be surveyed, and only when the list was made known would the markets know what items were included. This would be done to insure that no price changes are made on survey items.

The results would be made known by local offices of the FTC as a regular news release. If it is found that the papers are not using the figures on this basis, "another means of distributing the information would have to be found."

The survey was originally proposed by Robert Pitofsky, consumer protection head of the FTC, who left the commission on January 12 to join New York University's law school. The pricing of items would be done in the supermarket chains, with approximately 6 to 8 chains being surveyed.

# How do you get to Philadelphia women?

You'll reach seven out of ten Philadelphia women\* with the Bulletin. That's 755,000, or 58% more women than you could meet in the area's second largest paper.

You'll get twice as many exclusive women readers. That's 434,000, or 145% more than that second largest paper.

And you'll get 388,000 working women. That's 115,000, or 42% more than you-know-who.

Take The Bulletin. The first place to go for Philadelphia women.

Nearly everybody reads The Bulletin.

\*DAILY READERS OF PHILADELPHIA NEWSPAPERS IN THE EIGHT-COUNTY SMSA SOURCE "PHILADELPHIA MEASURE OF A MARKET" BY BELDEN ASSOCIATES '72

MEMBER, MILLION MARKET NEWSPAPERS, INC



# Take The Bulletin.

Evening and Sunday



# ZCMI tries for a graphic feel in ads

By Ronald D. Anderson  
Public Relations Director  
ZCMI

Newspaper advertising is the lifeblood of our business and always has been. Of course, we have been increasing our use of tv and radio, but we use them as support media. The bulk of our advertising is still with the newspaper.

We usually group our ads to attain visual dominance on the page. We do this to better compete with inserts, sections, and national chain advertisers who are able to spend more than we do.

We try to give our advertising a graphic "feel" that identifies ZCMI and is distinctive from the advertising done by our competitors.

We run a heavy schedule with Salt Lake City's two metropolitan dailies with nearly identical schedules in two smaller dailies in the metro areas along the Wasatch Front to the north and to the south. In addition, the Salt Lake dailies' influence is strong not only locally, but in many of the less-populous areas in surrounding states. Often mail responses to ads come from as far as 300 miles away.

# Poll shows retailers rate newspapers as prime medium

Newspapers will be the prime medium for retailers in 1973, according to a forecast prepared by the Bureau of Advertising.

The survey found most retailers expecting a sales increase over 1972, and that 50% of those responding indicated that they would expand their advertising budget in an attempt to stimulate sales.

Upwards of 80% of retailers' budgets will go to newspaper advertising, and 26% of those polled said that they would

expend as much as 90% of their budget in newspapers.

The survey was conducted in 66 cities in the US and Canada, and fully 54% of the respondents represented department stores. One reason perhaps for the reliance on newspaper advertising was the feeling held by 44% of those surveyed who said that they felt business, while it would expand by 8%, would be harder to get. This is due to higher prices and increased competition.

# How to get best ad results

By Thomas H. Waltz  
Advertising Manager  
Ziesel Brothers Co.

Who says a small, independent department store's advertising has to look small?

Newspaper advertising or any form of advertising has to reflect the image of its store. In 1968, when I (then 27) took over as advertising manager, Ziesel's advertising was typical of so many small home town stores' advertising. My main goal was to get Ziesel's advertising in character with the quality store it was; thus, enhancing its image and improving its performance.

It did not come overnight. With the cooperation of management and Ziesel's enthusiastic buyers, the total change came about gradually over a 2½ year period.

From a format of small cluttered ads and omnibus ads running daily (using manufacturer's ad mats, mat services, a

variety of type styles and little white space) to large impact ads like our award-winning NoRMA ad, we feel we've accomplished this goal.

We try to make a customer remember our store, even if she doesn't rush in tomorrow. The long lasting impression is what counts. If we don't, we can lose her because the store on the next block, and the next has the same items at the same price.

To do this we cut back our advertising inches so we could afford top quality art and ROP spot color. People "see" first, then read, so we try to make our ads visually exciting. It's far better to be in the newspaper less with ads that make heads turn, make people talk about our store across the dinner table, than advertise everyday with a lot of little ads. It's the only way for independents to go. Try to compete with the volume of newspaper space chain stores and discounters use is impossible. Besides, we find that unusual and creative ads often look like we're advertising more. Since we started this program the percentage we spend for advertising has gone down, and we've shown a steady growth in volume and profits.

We work very closely with the *Elkhart Truth* and spend about 75% of our advertising budget in the newspaper. We find, as most retailers, we can count on the newspaper to deliver a greater dollar volume return than any other medium.

Over the past 5 years Ziesel's has been the *Truth's* biggest user of ROP color. Not only does it enhance the merchandise, like in our award-winning ad, but it definitely increases the retention value of the ad.

Just an additional point of information: Ziesel's now has 3 stores in Elkhart. The Main Store—Downtown, a branch store in Pierre Moran Mall, and a Retail/Commercial Carpet Store.

## Ink company acquired

Mallinckrodt Chemical Works, St. Louis acquired the Bowers Printing Ink Co. of Chicago, on December 29, for \$7,000,000 in cash that was paid for all outstanding stock of the company.

## We feel strongly about our weeklies

And rightfully so! One reason is the large volume of advertising our newspapers carry annually. Last year the total amounted to a whopping 16,271,105 lines. National amounted to 905,569 lines. Think about it! Most dailies don't have such a fine track record!

## The Ridgewood N. J. Newspapers

30 OAK ST., RIDGEWOOD, N. J. 07451  
S. Austin Brew  
National Advertising Consultant  
Marilyn Sugarman  
National Advertising Representative

## WILMINGTON DELAWARE NEWS-JOURNAL PAPERS

Multi-Billion Dollar Market  
\$6,221 retail sales per household,  
15th in U.S.  
\$217,550,000 total food sales  
\$235,534,000 gen'l mdse. sales

Dominant Coverage  
73% of the 169,800 hds in  
Delaware  
135,889 total circulation†  
2nd to Phila. papers in 4th ADI

No Retail Sales Tax  
Sunday Selling • Single Rate Plan

MORNING NEWS

EVENING JOURNAL

WILMINGTON, DELAWARE

Telephone 302/654-5351  
or Story & Kelly-Smith, Inc.

All figures SM 7/10/72 unless noted

†ABC Audit 12/31/71

# The Plain Dealer has widened the circulation gap in Cleveland.

Cleveland-Northeast  
Ohio.

The eighth-largest Area of  
Dominant Influence in the  
country.

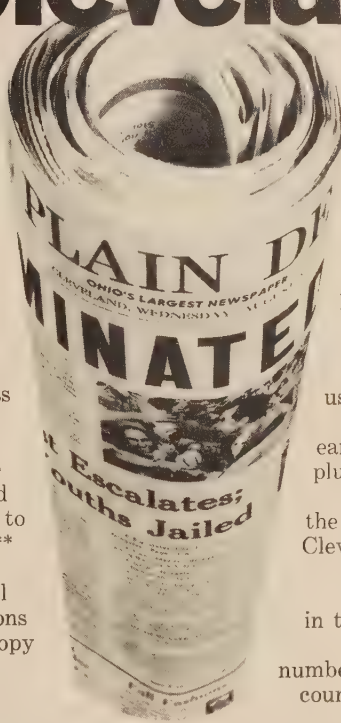
A market in which retail  
sales during 1971 totaled  
\$7,122,286,000.\*

And a region in which The  
Plain Dealer and the Cleveland Press  
were running neck and neck in the  
race for readers just four years ago.

All that is changed now. The  
circulation edge of 2,168 we enjoyed  
over the Press in 1968 has widened to  
a commanding lead of 35,000-plus.\*\*

But we don't just give  
advertisers a bonus of a bigger total  
audience. According to W.R. Simmons  
& Associates Research, Inc., each copy  
of the daily Plain Dealer is read on  
the average by 2.7 adults; only 2.4  
persons 18 and over read the Press.

Beyond the excellence of our editorial  
product, the fact that we're a morning daily  
has a lot to do with our growth and emergence  
as Ohio's largest newspaper. The Press, an  
evening paper, works only half as long for its  
advertisers. During the breakfast hour, for



example, The Plain Dealer has  
virtually no competition. The  
Press, on the other hand, is  
pitted directly against early-  
evening television news  
programs in its daily battle for  
audience attention.

And what about changing  
life-styles? Dining out at night  
used to be a treat. Today, people  
visit their favorite restaurants  
early — and often. Score another  
plus for the morning newspaper.

Of course we're excited by  
the increasing preference of Greater  
Clevelanders for The Plain Dealer.

We're excited by the circulation  
saturation we've achieved  
in the area's higher income groups.

We're excited by the greater  
number of better-educated people we  
count among our daily and Sunday  
subscribers.

And we're certainly  
excited by that circulation lead of 35,000-plus.

But it would be extravagant to say that  
we've made a runaway of  
the Cleveland-Northeast Ohio circulation race.  
Yet.

\*Source: Sales Management.

\*\*Source: Newspaper publishers' statements,  
March 31, 1968 - March 31, 1972.

One newspaper. All the newspaper you need in Cleveland.



# Scott Paper ad buyers meet with Phila. reps

By Jeff Mill

The Philadelphia chapter of the American Association of Newspaper Representatives invited Marion Lockett, Scott Paper's advertising media manager, Joann Herbert the associate media manager, and Rufus Schriber, associate brand manager for VIVA towels to lunch to explain how Scott uses newspapers for their advertising.

The answer according to Ms. Lockett, is as a supplement to the national ad campaign, which uses 'TOM'—that other medium.

Once Marion explained why Scott uses 'TOM,' she was then able to explain how Scott uses newspapers. Newspaper advertising "isn't as right" for Scott's needs as 'TOM,' for a national campaign.

Newspapers are used "extensively" by Scott in "promotion as opposed to general advertising." Scott also uses papers in specific geographical or regional areas to supplement national ad campaigns, or for drops, or for local needs.

## Special situations

In particular instances and situations, newspapers do provide exactly what Scott wants.

Ms. Lockett cited a specific instance: last year in Milwaukee, Scott made a deal with the local government to provide \$25,000 worth of playground equipment, in exchange for Scott seals turned in by the public.

The public was advised of the promotion, and told to turn in the seals at supermarkets and newspaper offices, and that they would be added to the overall total. The company was committed to buying \$25,000 worth. Extra seals would mean extra equipment.

The promotion was handled strictly through newspapers in a 6-week campaign. Three weeks after the initial target date, Scott used an ad to bring the story up to date. Pictures of the equipment in actual use were included.

Seven weeks after, there was another follow-up story, told through an ad, that emphasized that it was the people of Milwaukee who made the playground possible.

## Test marketing

Ms. Lockett emphasized that this is the type of thing for which newspapers are ideally suited in relation to Scott. She also added that Scott relies upon newspapers for testing products in regional areas, for promotions, and for coupon drops, and 'zingers.'

In February, 1972, Scott ran a pre-printed insert in 62 papers across the country. From this experience, Scott found that not enough papers were prepared to accept the pre-printed idea, but that at present, 98% of the papers are now prepared.

The campaign was mounted in lieu of a direct mail campaign, to acquaint customers with a full line of Scott products. Ms. Lockett said that if papers take on more responsibility for "policing and controlling" coupons, then more manufacturers would be inclined to use coupons for their advertising.

Rufus Schriber of the Viva division of Scott then addressed the group to explain another, particular situation in which papers are used by Scott.

In paper towelling, the largest growth has been in the decorated towel area. Where 4 years ago, 26% of the general towel-using population did not use paper towels, that figure today is 13%, and the largest growth has been in the decorated towel industry.

Viva saw the need to cover this field, and so launched Fiesta towels. Testmarketing was done in the Pacific Northwest, an area where all the towel and paper companies are heavily involved. To get the message to the people, Scott-Viva used magazines, Sunday supplements and ROP and hi-fi ads.

The 4-design, 4-color towels were introduced in 6 districts of the Northwest by Scott during the fourth quarter of 1972.

## Insure with Employers against Publishers Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation . . . up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U.S. offices which is nearest you. Write Employers Reinsurance Corp., 21 West 10th, Kansas City, Missouri 64105. Other U.S. offices: New York, San Francisco, Chicago, Atlanta.

Hi-fi ads were particularly useful, Schriber contended, because of their "super reproduction quality."

The ads were set up with a one line head, and the ad copy played in a single column on the side of the page. The body of the page was taken up by a picture of the towels.

Where the ad ran in B&W, a coupon, "a freebie," was enclosed to introduce the item.

Since the introduction was made in the fourth quarter, there has been a delay in receiving the coupons, so Scott cannot make a final evaluation of the product or response to it.

Overall, Scott found that the use of the Milwaukee ad series caught attention and built momentum for other products. In fact, when the playgrounds opened, 'TOM' was there for coverage and pictures.

The bottom line on the entire campaign is still being evaluated. Scott did say that the insert worked faster inside Sunday papers.

## High court may hear 'white home' ad case

Last October the Supreme Court refused to hear the appeal of *The Courier*, a weekly newspaper published in Prince Georges County, Maryland, from lower court rulings that the paper had violated the federal law against racially discriminatory advertising.

William H. Hunter, publisher of *The Courier* filed a petition for reconsideration and the high court has now indicated a new interest in the case by asking the Department of Justice to respond to Hunter's petition.

That does not necessarily mean that the Court will grant Hunter a full hearing but does indicate that the government must persuade the justices that they were right when they turned down the case the first time.

The *Courier* published two advertisements for apartments in a "white home". The government filed a civil suit and won its case in Maryland's federal district court and the Federal Fourth Circuit court of appeals.

A possible reason for renewed interest in the Hunter case is seen in the Supreme Court's agreement last month to hear the case of the *Pittsburgh Press*, which challenged the constitutionality of a city ordinance against sex designations such as "Jobs-Male Interest" in its classified advertising columns.

Hunter's petition for reconsideration cited the similarity between the two cases.

## McCaffrey retiring

James J. McCaffrey, chairman and chief executive officer of McCaffrey & McCall, announced he will retire from the agency on June 29. McCaffrey, 50, said he will continue to hold onto his stock in the firm and remain on the board.

## Buying Boston?

Be sure to include  
**WORCESTER**

The other major  
market in the  
Nation's 5th largest A.D.I.

Boston and Worcester  
are separate  
newspaper markets.

Always add the  
Worcester Telegram  
and The Evening Gazette.

Most advertisers do.



**WORCESTER TELEGRAM & GAZETTE**

Daily Over 150,000; Sunday Over 105,000

Represented by CWO&O

***The Fastest Growing New Comic Strip in Years!***

***Dik Browne's***



© K.F.S.

# **HAGAR**

## **THE HORRIBLE**

***has been signed before 1st release (Feb. 4th)  
by such leading newspapers as:***

New York DAILY NEWS  
Washington STAR-NEWS  
Philadelphia INQUIRER  
St. Louis POST-DISPATCH  
Detroit FREE PRESS  
Cleveland PLAIN DEALER  
Seattle POST-INTELLIGENCER  
Minneapolis TRIBUNE  
Los Angeles HERALD-EXAMINER  
Oklahoma City

OKLAHOMAN & TIMES  
Boston HERALD AMERICAN  
Miami HERALD  
San Francisco EXAMINER  
Vancouver COLUMBIAN  
Houston CHRONICLE  
Baltimore NEWS AMERICAN  
Dallas TIMES-HERALD  
Birmingham NEWS

San Antonio LIGHT  
Nashville TENNESSEAN  
Topeka STATE JOURNAL  
Salt Lake City TRIBUNE  
Hartford COURANT  
Chicago TODAY  
Albany TIMES UNION  
Columbus DISPATCH  
Fort Wayne NEWS SENTINEL  
Long Island PRESS  
Orlando SENTINEL STAR  
Portland JOURNAL  
Toledo BLADE  
Winnipeg FREE PRESS  
Edmonton JOURNAL  
Victoria TIMES  
Vancouver PROVINCE  
Ottawa JOURNAL  
Caracas EL NACIONAL

***136 papers -- and adding more every day!***

***To learn if HAGAR THE HORRIBLE is still available in your territory  
and to obtain samples and terms, phone or wire collect***

R. K. ROGERS, General Sales Director



**King Features**

235 East 45th Street, New York, N.Y. 10017 Area Code 212 682-5600



# 12 nominated for director seats at AP

The nominating committee of the Associated Press has selected the following candidates for election as directors at the annual meeting of members to be held in New York April 23:

DAVID R. BRADLEY, ST. JOSEPH (MO.) NEWS-PRESS  
D. TENNANT BRYAN, RICHMOND (VA.) NEWS LEADER AND  
TIMES DISPATCH  
JOE M. DEALEY, DALLAS (TEX.) MORNING NEWS  
DAVE K. GOTTLIEB, HELENA (MONT.) INDEPENDENT-RECORD  
CHARLES L. GOULD, SAN FRANCISCO (CALIF.) EXAMINER  
KATHERINE GRAHAM, WASHINGTON (D.C.) POST  
PETER M. MACDONALD, HUTCHINSON (KAN.) NEWS

G. GORDON STRONG, CANTON (OHIO) REPOSITORY  
JACK TARVER, ATLANTA (GA.) CONSTITUTION  
ROBERT L. TAYLOR, PHILADELPHIA (PA.) BULLETIN

For memberships held in cities under 50,000 population the committee nominated the following:

CHARLES S. ROWE, FREDERICKSBURG (VA.) FREE LANCE-STAR  
DOLPH C. SIMONS, JR., LAWRENCE (KAN.) JOURNAL-WORLD

Five members are to be elected from the general membership and one from a city of under 50,000 population.

Of the directors whose terms expire in April, Richard L. Jones, Jr., *Tulsa* (Okla.) *Tribune*, was not eligible for renomination, having served the maximum three consecutive terms.

J. Howard Wood of the *Chicago Tribune*, although eligible for renomination, requested the committee not to consider him for renomination. Wood was first elected to the board in 1968.

## NOTHING AFFECTS PROFITS MORE THAN A MEDIOCRE EXECUTIVE

The profitability and growth of a newspaper over any reasonable period of time is directly proportional to the caliber of the individuals who manage the business. If the management people are **not** intelligent, imaginative, energetic, and resourceful, they will turn advantage to adversity and fail where others succeed.

Mediocre executives are generally hired because few newspapers are in a position to screen the large number of candidates necessary to find the BEST executive available for the position. Often this error is made when the search for candidates is so long, tedious, and unproductive — that second best becomes acceptable. At top levels, such mistakes are very costly as well as difficult and unpleasant to correct.

More and more newspapers are successfully filling their executive needs by retaining Ron Curtis & Company to conduct a carefully

planned search over a wider range of prospects than would otherwise be practical or financially feasible. An outside search normally costs considerably less than the total expenditure of time and expense involved when the task is attempted by the company.

An executive search firm working for management only, can save valuable company time; avoid embarrassing internal or external "leaks" by protecting client identity in discussions with sources and potential candidates; and insure objectivity in candidate selection.

We will welcome an opportunity to discuss in greater detail our services, our methods, and our staff at any time with respect to a specific situation in your General Management & Business, Advertising, Mechanical, Circulation, and Editorial areas.

If we may be of service, please call Carl Young, 312-693-6171.

## Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. (312) 693-6171

# Strike against Los Angeles H-E enters 6th year

The strike at the *Los Angeles Herald-Examiner* now in its 6th year, continues to be characterized by bitterness between union and management, in-fighting among the unions themselves, and economic difficulties for everybody. Only the violence which marked the early days of the strike is apparently ended.

The *Herald Examiner*, part of the Hearst Corp., was until the strike began in December of 1967, the largest afternoon newspaper in the country, with a circulation of over 720,000. The latest figure is 486,000 with a corresponding drop of over 50% in ad revenue. Although company officials continue to maintain their original policy of complete silence, observers point out that a reduction from 2,000 to 1,000 workers, and changes in production (move to cold-type, computerized composing room) have reduced costs and therefore losses, significantly.

The unions, embarked on a course of campaigns to further cut the paper's advertising and circulation, have serious financial problems of their own. Having spent about \$150,000 a month for legal costs, strike headquarters, and strike benefits to the 350 workers without full-time jobs, the unions are currently in the process of cutting back to about 10% of that amount. Both the International Typographical Union and Pressmen's Union have announced elimination of strike benefits.

In addition, there have been some hard feeling between the ITU and Guild concerning the guild's signing up of printers at the *San Juan* (Puerto Rico) *Star*.

Nevertheless, according to Bill Robertson, staff representative of the LA County Labor Federation, the unions as a whole remain resolved to continue because "we have no choice, unless we are willing to let the strike serve as a signal to employers everywhere that it they fight for a while, they can break the union of their workers."

Meanwhile the building remains boarded up, surrounded by barbed wire; a reminder of the violence that left one non-union printer dead, another seriously wounded, in February, 1968.

## Union is rejected by editorial staff

Staff members of the *Janesville*, (Wisc.) *Gazette* voted down efforts by the International Printing Pressmens and Assistants Union to organize news room employees on December 28.

The results were 4 in favor, and 13 against representation. The vote ended a three-month organization attempt by a committee of newsroom staff members who sought to affiliate with the local, which presently represents the *Gazette's* press operations.

**There are two  
newspapers in Dallas.  
But Dallas clothing advertisers  
put 56% of their lineage  
in one.**

According to George Neustadt, Inc.,  
The Dallas Morning News is an enticing  
window for clothing display.  
Last year local retail and department stores  
placed 56% of their clothing lineage  
in The Dallas News.

And Neustadt points out  
that in the top three price zones  
The Dallas News had 64% of the lineage.

Of course that tells a lot  
about our readers.

For example, we have 17% more  
Metro readers than the evening paper  
who earn \$10,000 and over.

And 36% more who earn \$15,000 and up.

(We also have 27,000 more Metro readers.)

These are Dallas' fashion-conscious consumers.

And they'd like to see your style.



**The Dallas Morning News  
We're the one.**



# Florida newsman discovers samaritans still hard to find

By Jerry Teer

One afternoon in the (Jacksonville) *Florida Times-Union* newsroom, I'm sitting in my spot on the copy desk waiting for my colleagues to show up for work. The slot man comes in and shuffles about through the dummies and allows the paper is tight.

The opposition paper is dull so I get caught up in the Muzak's version of "Silent Night" and begin daydreaming, puzzling on Christmas.

"Do people really believe all this Christmas stuff," I thought, "and if they do, how deeply do they believe it?"

I took out a half-sheet and typed a note to our ME Bruce Manning. It said:

"What if I wrote a story about what happens when myself and a pregnant woman, apparently my wife, visit inns around the city on Christmas Eve in search of a room?"

Manning looked up over his spectacles from the note and said, "Do it".

## Fake pregnancy

This began some hustling to get this act together. Pregnant ladies are tough to find free on Christmas Eve. I made up my mind quickly I'd have to fake it. A young woman I knew, Miss Maria Barros, a youth counselor for the Sheriff's Department, said she could play the role.

I suggested her costume—a pillow and a maternity outfit. I borrowed some hip-type street clothing from my upstairs neighbor and a headband from Miss Barros.

The look I wanted to achieve was of those long-haired, sometimes not-so-clean-folks you see thumbing the nation's highways.

A U. S. Army duffel bag became our luggage, grease from an auto motor our makeup and effect was complete.

This test of the human kindness of innkeepers on Christmas Eve took us to 15 stops in the various socio-economic sections of the city.

## Milk of kindness curdled

I wanted very badly to find one who would allow us to stay the night. Had they done so, I was prepared then to introduce myself as a *Times-Union* writer and get on with a happy story about my good Samaritan. There were none.

The ruse went off time and time again without a hitch. I must add there was one small difficulty—Miss Barros looked too pleasant during the initial stops. Then she fell and scraped her shin. The pain gave her just the right expression for our subsequent visits.

The story produced some favorable mail and phone calls, no beefs (to my knowledge) from the innkeepers and a prevailing question from my fellow staffers—"Why didn't I think of that?"

To me the idea was original but it seems logical that other newsmen and



Times-Union deskman Jerry Teer and apparently pregnant woman find no room at the inns in Jacksonville Christmas Eve.

newswomen have thought of the same idea and have done it. If they haven't, next Christmas might be a good time to start.

## Detroit News wants limited shield law

The *Detroit News* said it would support federal legislation providing "qualified privilege" from subpoena, stating that the unqualified privilege bills backed by the American Newspaper Publishers Association and American Society of Newspaper Editors would limit the right of government to obtain information in "important national interest cases."

The legislation recommended by the News would require a government body, in order to get a subpoena, to show that a crime was involved, that there was no alternate means of getting the information available, and that there was overriding national interest in the case. Upon meeting these conditions, a newsman could be compelled to testify or be held in contempt of court.

"The trouble," claims the News, "is that if newsmen were to be given unqualified privilege, they would be set apart from the general public they are trying to inform and serve. In addition such a law would tend to protect informants who try to use the press for their own purposes, and would, in fact, encourage unscrupulous reporters."

## Merrill joins Metro as planning director

John W. Merrill has resigned as associate publisher and advertising manager of *Publishers' Auxiliary*, a trade paper published for members of the National Newspaper Association, to join Metro Newspaper Service as director of planning and development.

Merrill, who has 18 years of experience in the newspaper ad selling field, will assume function previously handled by Joseph A. Bernstein, editor of Metro's *Plus Business* and long-time director of planning.

Bernstein will continue to be associated with Metro in developing advertising supported special section programs. The company announcement said "Bernstein has been under increasing pressure to develop ideas for other business interests that seek the cooperation of newspapers on the basis of his mutually productive concepts." Recent services developed by Bernstein are the Champion Spark Plug Car Care section and the Great Outdoors section.

Merrill started on the *Salt Lake City Deseret News* and *Tribune* in 1953 as a space salesman. He has served as advertising manager of the *Pocatello* (Ida.) *State Journal* and the *Ogden Standard-Examiner* and ad director of a group of 30 weekly papers in Kentucky.

## Stahlman gives \$2m more to med school

James G. Stahlman, former owner and publisher of the *Nashville Banner*, has established an additional \$2 million trust to endow two chairs in the Vanderbilt University School of Medicine.

Stahlman, senior member of the university's Board of Trust and an alumnus, established trusts that will endow the Gladys Parkinson Stahlman Chair in Cardio-Vascular Research in honor of his wife, and the Ann Geddes Stahlman Chair in Medical Ethics to honor his elder daughter, Mrs. George R. Hill.

Stahlman recently endowed three other chairs in medicine totalling \$3 million memorializing beloved and distinguished members of his family. They are the Mary Geddes Stahlman Chair in Cancer Research for his mother; the Edward Claiborne Stahlman Chair in Pediatric Physiology and Cell Metabolism for his father; and the Mildred Thornton Stahlman Chair in Peri-Natology for his daughter who is a professor of pediatrics at Vanderbilt.

## Canadian shipments up

Preliminary figures for 1972 reported by the Canadian Pulp and Paper Association indicate that shipments of newsprint to the United States in 1972 were the highest since 1966. In 1971 the picture was quite different, with significant reductions having taken place in Canadian shipments to the U.S.

## THANK YOU, ASSOCIATED PRESS MANAGING EDITORS

for your resolution commending Knight Newspapers and their Washington Bureau for their handling of the Senator Eagleton story:

*"Whereas, Reporters Robert Boyd and Clark Hoyt of Knight Newspapers, in the course of checking a telephoned tip, unearthed important information about the previously-unreported medical history of the Democratic vice presidential nominee; and*

*"Whereas, their investigation, with full support of editors of Knight Newspapers, revealed that some essential parts of that information were true and should be made available to the American public; and*

*"Whereas, their sense of decency and ethical responsibility dictated that the subject of their story be given the opportunity to comment on the information; and*

*"Whereas, responsibility resulted, in subsequent events, in the loss of a major exclusive story;*

*"Be it resolved that the Board of Directors of the Associated Press Managing Editors Association commends Robert Boyd and Clark Hoyt and Knight Newspapers for the zealousness of their reporting of an essential news story and for the high degree of ethical responsibility they demonstrated in the face of competitive pressures; and*

*"Be it further resolved that the board so cites Messrs. Hoyt and Boyd and Knight Newspapers for their adherence to the highest standards of American journalism."*

Richard D. Smyser  
Secretary

Wendell C. Phillipi  
President

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BOCA RATON NEWS  
CHARLOTTE NEWS  
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DETROIT FREE PRESS  
MACON NEWS  
MACON TELEGRAPH  
MIAMI HERALD

PHILADELPHIA INQUIRER  
PHILADELPHIA DAILY NEWS  
TALLAHASSEE DEMOCRAT



# APME president keeps an eye on the reader

His glasses are his trademark.

Flipped atop his brown wavy hair, they tell you that John Collins Quinn, is listening, thinking and solving the problems you have just presented.

Or maybe planning a practical joke. Or a sparkling line for the needling notes he loves to write.

Or spinning off an idea or a suggestion or a funny line.

With his glasses flipped down, John is usually buried deep in newspapers (his office regularly receives all of Gannett's 53 papers) and wire service copy. Even at home, he has a teletype with jacks that enable him to monitor AP and Gannett wire service copy.

His career and his family are the two love affairs of his life and he works very hard at both. He has no hobbies and does nothing for exercise but walk. But he will race to catch a flight back home to join with his wife, Lois, to see their oldest son play in a high school hockey game.

## Began as copyboy

A native of Providence, he started as a copyboy at the *Providence Journal-Bulletin* in 1943 while still in college. He attended public schools in Providence and was graduated from Providence College cum laude in 1945, after which he received his master's degree from the Columbia University School of Journalism in 1946.

While attending Columbia he worked briefly with NBC News, preceding a 23-year career at the *Journal-Bulletin* that saw him advance through the ranks of reporter, copy editor, departmental ed-



John Quinn

itor, assistant city editor, executive news editor and assistant managing editor. He served two years in the *Journal-Bulletin's* Washington bureau and in 1959 was appointed day managing editor.

He joined the Gannett organization in 1966 as director of news of the Rochester newspapers, and in 1971 was promoted to group vice president for news.

His current post involves supervision of the news coverage of the 53 dailies in 16 states and Guam with a daily circula-

tion of more than 2,300,000; and the Gannett news service, which has bureaus in Washington, New York City, Cape Kennedy and a number of state capitals including Albany, Trenton, Lansing, Springfield, Ill., and Tallahassee, Fla.

In September, he was installed as president of the Associated Press Managing Editors Association.

## Plans for year

Asked about his plans for APME this year, Quinn replied: "Too many press reviewers spend too much time haggling to make the news columns satisfy them and their friends and too little time finding new ways to satisfy the wants and the needs of the reader, who owns those news columns. Hence, APME will push to keep editors working on editing enterprise, not paper shuffling and report writing that is multiplied 100-fold for AP."

"This year will be worthwhile if we just manage to open the pipelines a bit more between the editors and their news service on one hand and their readers on the other."

## Reader's thoughts important

Concern for the reader and his interest is one of Quinn's most persistent themes. Back in his days at the *Journal-Bulletin*, he periodically would take a bus home so he could observe what stories or pictures stopped his readers as they leafed through their evening paper.

At a recent speech in the International Press Institute in Germany, Quinn spoke of his view of today's readers:

"Today's reader wants a newspaper that is responsive and responsible and the cumulative success or failure of a newspaper to meet this obligation will determine the degree of threat to its editorial independence and excellence.

"Today's reader wants fact, all he can get. He wants international facts, national facts and most of all, he wants local facts. He also wants sports facts, financial facts, family facts and even foolish facts. He wants facts which are significant and serious as well as facts which are humorous and human.

"Today's reader is hungry for opinions on all sides of every issue, but opinions, frank and forceful opinions, as long as they stay where they belong—on the editorial page.

"He wants the opinions of others—of the columnists, the thought leaders, the specialists. He wants to hear, too, the views of his neighbors and to share his own opinions in return. Hence, the explosion of letters to the editors on many newspapers in recent years.

"And today's reader wants a newspaper which can afford the talent, the technology and the space to bring these facts and these opinions to his doorstep every day."

Concern for his people as well as his readers is part of Quinn's character.

Quinn was born in Providence, on October 24, 1925, the son of John A. and Kathryn Collins Quinn. His mother now lives in Carolina, R. I., where the Quinns have a summer home.

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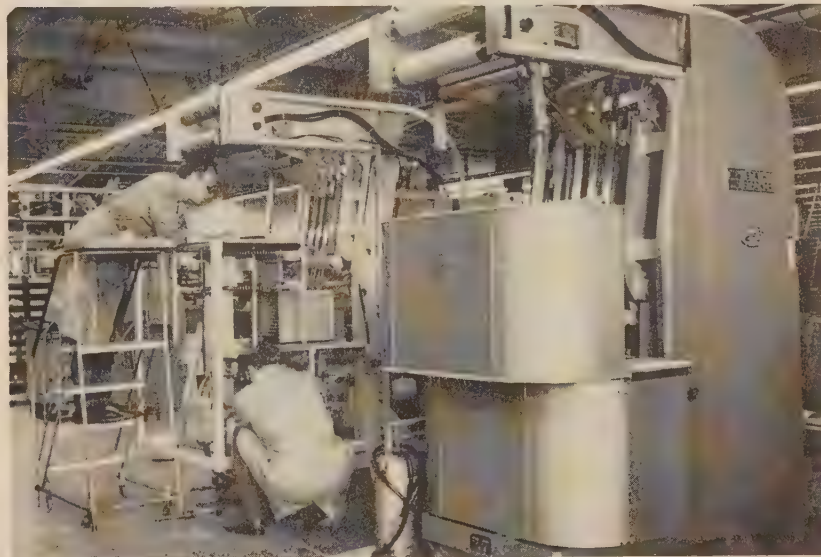
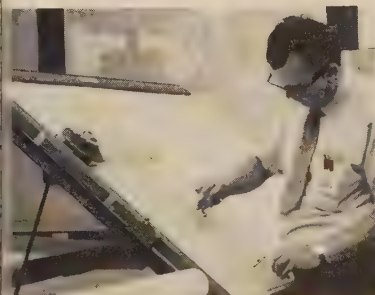
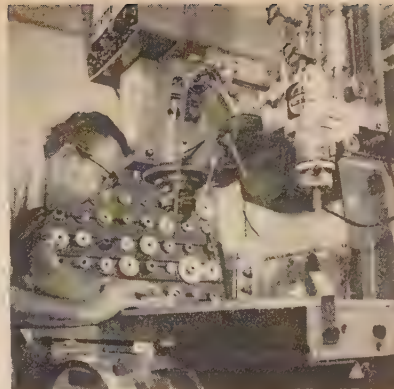
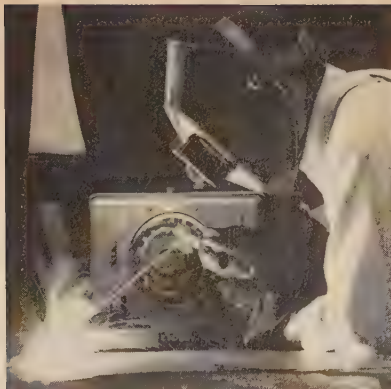
- Double Parallel Folders
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## Flint is adding lint free ink to offset line

The Flint Ink Corporation has announced a technological change in its web offset newspaper inks with the development of what it calls a new "lint free" ink designed to help prevent lint build-up on press blankets.

The new ink, an addition to Flint's Arrowlith line of web offset news ink, has been named Arrowlith L.F. (lint free)

Black. In operation, the new ink's formulation is said to help carry off or completely transfer onto the paper, the ink and any lint or other accumulated residue with each blanket impression. The blanket, stays clean throughout the run. Long non-stop runs can be made, offering users substantial savings in both labor and time lost during ordinary shut-down and clean-up operations according to Flint.

In field tests Flint said it has made, runs of over 200,000 impressions (over four straight hours) without any press shut-downs were achieved. Some runs of over 400,000 impressions have been made without stopping for clean-up, producing ten times improvement ratio as com-

pared to ordinary offset news inks, according to Flint.

Recent runs, done under standard working conditions at the *St. Louis Post Dispatch*, have proved successful said John Bartley, pressroom foreman. "We feel we can run at least twice as long between clean-ups with L. F. Black as with conventional inks. The new lint free ink has shown equivalent mileage, viscosity, pigment and strength. It handles the same as any standard ink on press."

Flint stated that for optimum results, all new runs should begin from a totally clean system. Performance is best when used with Flint's Miracle "V-2020" Concentrate fountain solution, Flint suggested.

Flint is offering the new Arrowlith L.F. in black and standard process colors, in all sizes from drums to tank truck deliveries.

## Kodak lists training classes in ROP color

Ten training sessions in ROP color are planned in 1973, according to George A. Shivers, marketing coordinator, press photography, professional, commercial, and industrial markets division, Eastman Kodak Company, Rochester, N.Y.

Shivers said the classes at Kodak's Marketing Education Center are intended to familiarize those getting started in ROP color with the proper procedures. There is no charge for attending the sessions.

Participants will review color photography, printing Kodak Ektacolor negatives, densitometry and color correction, and masking and separating of color negatives and transparencies.

Classes, which are limited to six students because of the laboratory work involved, are devoted entirely to the indirect method of color separation including the making of continuous-tone separation positive prints.

Sessions will be held beginning January 29, February 26, March 19, April 9, May 14, June 11, September 10, October 8, November 12, and December 10.

Reservations may be made by writing to George Shivers at Eastman Kodak Company, 343 State Street, Rochester, New York 14650.

## Free circulation guidebook issued

A *Rate and Data Guide*, covering over 250 free circulation community shoppers and newspapers, has been published by the National Association of Advertising Publishers.

The guide, which is free to agencies and advertisers and \$6.00 to others, provides information on each publication, including name, address, and telephone number, circulation, day of publication, national and local rates, page format, and population and area covered.

The association is located at 221 North LaSalle St., Chicago.

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## MEGATRONIC 107 COUNT-O-VEYOR

Now available for the first time — a counter-stacker with ELECTRONIC COUNT CAPABILITY that's inexpensive enough for the small weekly, yet can handle the output of a metropolitan daily!

Solid state electronics in the 107 Count-O-Veyor insure unparalleled counting and stacking accuracy with open or folded-edge delivery. The MEGATRONIC 107 automatically follows the speed of the press from creep to full speed — without the need for an alternator or tach generator on the parent machine. Easily movable from machine to machine, the 107 is plugged in and ready to run in moments.

The new, selective, dial-in count feature of the MEGATRONIC 107 makes it ideal for pressroom and bindery work as well as for stuffers and inserters—improving production and reducing costs.

## CAN YOU AFFORD TO BE WITHOUT THE BALDWIN MEGATRONIC 107?

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## Tal-Star unveils new tape reader and T1000 order

Tal-Star Computer Systems has announced that it is marketing a high-speed electroelectric tape reader for newspaper production.

The Tal-Star Reader will read information from 5-, 6-, 7-, or 8-level punched paper or mylar tape at a speed of 300 characters per second, the company said. There is only one operator control—the power on switch—which controls all power to the reader. A variable tape guide enables the operator to quickly adjust the reader to the width of the tape being read. The only required maintenance is a periodic visual inspection and cleaning of the readily accessible read head.

The Tal-Star Reader measures 19 inches x 11 inches x 7 inches; weighs 17 pounds and may be rack mounted in a standard 19 inch equipment rack. The reader requires a 115 VAC, single-phase power source and draws a 1.3 amp run current.

The Tal-Star Reader is priced at \$850. Tal-Star has also announced that an order for a T1000 Production System has been placed by the *Detroit News*. The system will initially be installed in the news' downtown plant with later relocation to its suburban satellite plant.

The Tal-Star system, to be utilized for news, display and classified production, will feature dual 24K T1000 computers; multiple disk drives; a high-speed line interface; and Tal-Star's on-line output interface which will enable the direct and concurrent driving of multiple Linotron 55s.

Software to be installed includes Tal-Star's Modular Universal System for typesetting (MUST) and Classified Advertising Production System (CAPS).

## Directors elected to Washington J-Center

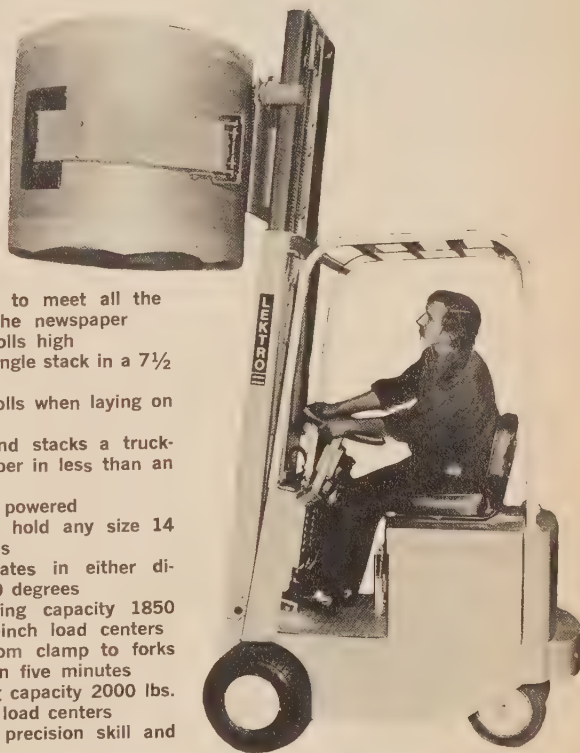
The Washington Journalism Center has elected six new members to its Board of Trustees, increasing the total membership to 24.

The new directors are Robert E. Laker, deputy managing editor, the *Washington Post*; John Chancellor, NBC news commentator; Clarence H. Hunter, director of University Relations and Publications, Howard University; Eugene C. Patterson, editor and president, *St. Petersburg Times*; Carolyn S. Raeke, Washington correspondent, the *Dallas Morning News*; and Robert M. White, II, editor and publisher, *Mexico (Mo.) Ledger*.

The Center is a non-profit educational institution organized to contribute to the advancement of public-affairs reporting. It offers fellowships to young journalists and sponsors conferences for journalists on major issues in the news.

Julius Duschka is the Center's director.

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- Excellent indoor-outdoor truck almost year around
- Most parts available in your town
- Cost to operate, pennies a day

**You can buy this truck  
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**JOURNALISM ALUMNI AWARD**—Paul Conrad (left), editorial cartoonist of the Los Angeles Times, accepts a distinguished achievement plaque from the president of the University of Southern California, Dr. John R. Hubbard. The work of the Pulitzer Prize cartoonist is syndicated by the Register and Tribune Syndicate of Des Moines.

\* \* \*

## Wins nutrition award

Dorothy Chapman, food editor of the *Orlando (Fla.) Sentinel* has been selected a winner of the Carnation Award for having the best story in the nation on nutrition. The story, which dealt with the expanded nutrition program of a county home that works with disadvantaged people, appeared in the October 12 issue of *Florida Magazine*. Mrs. Chapman was also a Carnation winner in July.

### SPEAKING OF CO-OP

**ADS! ACB** audits upwards of \$250,000,000 in newspaper co-op ads annually. We serve more than 350 advertisers. On many accounts ACB pays the dealer with our own bank checks. ACB's "Automatic Payment Plan" eliminates the need for co-op invoices or tear-sheets. Simplifies co-op advertising procedures — builds additional lineage.

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**HAROLD PETERSON**, previously country circulation manager for the *Chicago Tribune*—to the same post with *Chicago Sun-Times*. **JOSEPH SERVISS**, previously with *Chicago Today*—named assistant city home delivery manager of the *Sun-Times*.

\* \* \*

**ALEXIS COLE SHANTZ**, formerly beauty-fashion editor, defunct *Newark (N.J.) Evening News*—appointed manager of consumer affairs, a newly-created post, at Chesebrough-Pond's, Greenwich, Conn.

\* \* \*

**EDWARD M. MULLIGAN**, former reporter, *Bridgeport (Conn.) Post*, appointed vicepresident, public affairs, Connecticut National Bank, Bridgeport.

\* \* \*

**FRANCINE ACHBAR**, former news-feature writer, *Boston Herald Traveler*, *New York Times*, *Boston Globe* and Fairchild Publications—named associate producer of "Sonya Hamlin Show," daily hour program on WBZ-TV, Boston.

\* \* \*

**LINCOLN O'BRIEN**, publisher of the *Farmington (N.Mex.) Daily Times*, retired.

\* \* \*

**ROSS GOODNER**, former *New York Times*' sports writer and editor of *Golf Magazine* who has been doing pr work for the Grand Bahama Development Company in Freeport, Bahamas—named New York manager of the Bermuda News Bureau.

\* \* \*

**DAVID SMYTH**, editor on the Latin American desk of World Services, has been appointed financial editor for the Associated Press' World Services. He succeeds **LARRY STUNTZ**, who is retiring.

\* \* \*

**BENJAMIN BURNS** has been promoted from assistant managing editor to managing editor to managing editor of the *Lansing (Mich.) State Journal*. **PATRICK MCCARTHY** will succeed Burns, moving from the city editor, which will be handled by **JAMES WALLINGTON**, the former assistant city editor. **ROBERT STUART**, the chief editorial writer, has been named editorial page editor.

\* \* \*

**RICHARD C. HARRIS**, with experience in several Arkansas papers and TV stations—named sports editor with the *Rogers (Ark.) Daily News*.

\* \* \*



Collins

Fitzpatrick

**SHELIA COLLINS**—named creative advertising manager of the *Huntington (W.Va.) Advertiser* and the *Herald Dispatch*. She had been an ad artist for the Huntington Publishing Company.

\* \* \*

**ALBERT E. FITZPATRICK**, city editor for the *Akron (O.) Beacon Journal*, has been named assistant managing editor . . . **TERENCE P. MURPHY**, who had been assistant city editor—named city editor. **SCOTT BOSLEY** and **DON FERMOYLE** have been named assistant city editors.

\* \* \*

**GENE JACKSON**, previously with the *Florida Times Union* and *Jacksonville Journal* as regional ad coordinator in the national advertising department—named general manager of The Chapel Hill Newspaper.

\* \* \*

**ALBERT W. BATES**, formerly editor of the editorial page, *Orange Coast Pilot*, Newport Beach, Calif., is now a Communications Specialist in the Office of the Postmaster General, Washington, D.C., working primarily with the Employe and Labor Relations Group.

\* \* \*

**ROBERT E. HARTLEY**, editorial and administrative editor for Lindsay-Schaub Newspapers Inc. has been named editor-in-residence at the University of Tennessee School of Journalism for the winter quarter, 1973.

\* \* \*

**N. S. HAYDEN**, publisher and president of the Huntington Publishing Company—named to the Board of Directors, West Virginia Chamber of Commerce.

\* \* \*

**FRED C. BENSON** — named executive vicepresident of the Ridgewood Newspapers. He will continue as general manager. **JOE KING**, executive editor has been named vicepresident, while **RAYMOND M. QUINN** and **EDWARD J. FERRIS** were named assistant vicepresidents. Quinn had been advertising director, and Ferris was circulation manager.

\* \* \*

**THOMAS N. BILLINGS** named corporate director of suburban publishing operations for Harte-Hanks. Billings had served as coordinator of 19 San Diego area papers purchased by Harte. Billings will be replaced in that capacity by **HAROLD S. TAXEL**, who was publisher of the *Bryan-College Station (Tex.) Eagle* and had been general manager of the *San Antonio Express-News*.

# n the news



Najolia



Miller

JUDITH NAJOLIA, medical education reporter and writer with the Paddock Publications—named information specialist at surrection Hospital, Chicago.

PAUL H. MILLER, a veteran with Ohio pers, has been named general manager th the *Marion* (O.) *Star*, for which he s served as editor for the past three ars. He replaces W. E. Aeschbacher, no resigned.

JOSEPH H. GARWOOD, promoted from y editor to managing editor of the *ridgeton* (N.J.) *Evening News*.

JOHN S. SCOTT—named retail advertisg manager of the *Quincy* (Ill.) *Herald-hig*.

PETER B. CLARK, publisher of the *Deoit News*—elected to the Board of Trusts of Kenyon College.

HOLT MCPHERSON, editor emeritus of e *High Point* (N.C.) *Enterprise* — med chairman of the North Carolina edical Care Commission, subject to gurnatorial approval.

KENNETH H. LONG, classified advertisg manager for the *Portsmouth* (O.) *imes*, has retired after 35-years with e Thomson-Brush Moore Newspapers. ong was ad manager for the *Times* nce 1946.

JOHN BEARD, *Denver Post* photographer —elected director of Region 9 of the National Press Photographers Assn.

CLIFTON CAMP, JR., has resigned as epresident and secretary-treasurer of e *Times Publishing Co.*, publishers of e *St. Petersburg* (Fla.) *Times*. He will e succeeded by FRANK FURDA, present ontroller, as secretary treasurer.

LAURENCE A. JOLIDON II, metropolitan ditor—named assistant managing editor f the *St. Petersburg Times*. Jolidon will ontinue as metro editor.

GEORGE CAREY and JOE YOAKUM have een named as personnel managers of the McClatchy Newspapers of Sacramento. oakum was personnel assistant in resno for McClatchy, and will serve here now as manager. Carey will be responsible for Sacramento, where he has served as personnel assistant since 1962.

RONALD E. COHEN, a UPI general news editor, has been appointed Washington editor in charge of enterprise stories. Cohen, who has been with the UPI since 1961 will be responsible to Washington editor GRANT DILLMAN, and will cover the Federal government and bureaucracy, and report on the background, off-beat and interpretive stories.

CHESTER SULLWOLD — named regional editor, the *Toledo Blade*. He had been involved previously in several facets of local and national reporting. JOHN HANNEN, who has been a *Blade* sports writer, has been named sports editor.

ARTHUR ILLES named credit manager, the *Woodbridge* (N.J.) *News Tribune*. He had been with Swift and Co. JONATHAN THEOPHILAKOS has been named general advertising manager of the *Tribune*. He had been district manager.

MAYNARD R. ASHWORTH, publisher of the *Columbus* (Ga.) *Ledger-Enquirer* Newspapers, was awarded the Patriotic Civilian Service Award by the Army, for "distinguished service." The award is the highest to a civilian not connected with the military.

DAVE HARMS, with the UPI for the past year, named general news reporter for the *St. Helens* (Ore.) *Sentinel Mist*.

MARGE ANDERSON, formerly education editor of the *Lebanon* (Ore.) *Express*, has joined the news staff of the *Salem* (Ore.) *Capital Journal*.

RON ADAY and DAVID HARDING have joined the staff of the *Eugene* (Ore.) *Register Guard*. Harding was named circulation district manager.

ROBERT SHEPARD has replaced CLARENCE ZAITZ as *Salem* (Ore.) bureau chief for UPI. Zaitz resigned to join United California Bank.

DOUGLAS MCKEAN, political editor, named associate editor of the *Portland* (Ore.) *Journal's* editorial page.

TOM STIMMEL named environmental reporter for the *Klamath Falls* (Ore.) *Herald and News*. He had been on the editorial staff. Stimmel will also cover the state legislature.

Portland, Oregon's newly created "top-level complaint bureau will include 3 former reporters, according to Mayor Neil Goldschmidt. DON BARNEY, a past reporter with the *White Plains* (N.Y.) *Reporter Dispatch*, ALAN WEBBER, assistant to the editor of the *Oregon Times*, and former editor of the *Amherst College Student* and RON BUEL, St. Louis bureau chief of the *Wall Street Journal* were the 3 reporters named. The total council is made up of 7 members.

## Two women named to direct pr for Penna. education

Newsmen dealing with the Pennsylvania Department of Education have a new complexity to cope with: co-directors of public information—both women.

The co-directors will alternate their time in heading the Public Information and Publications unit of the agency, each working 2½ days a week.

In explaining two women in one job, Secretary of Education John C. Pittinger said, "We've been doing a lot of talking about giving women here a chance to make policies and help move this department. But because of other responsibilities, a lot of talented women can't hold full-time jobs."

The alternate public information directors are Mrs. Suzanne S. Grenager, 30, who co-authors the weekly "Ask About Learning" column in the *Philadelphia Inquirer*, and Mrs. Ann P. Witmer, 31, who was assistant director of public relations for the Pennsylvania State Education Association.

They will divide the \$16,978-a-year salary that goes with the job.

## Nixon picks newsmen

Stanley Scott, a former United Press International reporter, has been named a special assistant to President Nixon, becoming the highest ranking black on the White House staff. Scott succeeds Robert J. Brown, a former North Carolina public relations executive who has served as a link between the White House and black leaders for four years.

## Walker is promoted

Joel Walker, managing editor of the *Troy* (Ohio) *Daily News* for the past 5½ years, has been named executive editor of the paper. Walker will be in charge of all editorial operations while Thomas W. Pew Jr., editor and associate publisher, is on a sabbatical leave. Pew will pursue projects dealing primarily with consumer and environmental interests.

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AND COMPANY

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NATION-WIDE PERSONAL SERVICE



# Agency wins prize— but loses account

By Jeff Miller

I. Miller is a special winner of a NoRMA this year. Special because less than a week after the award was made, Miller announced that it was leaving Herbert Arthur Morris, the people responsible for the NoRMA winning series in the \$5-\$25 million class.

Miller ad director Katie Rosenberg explains that the move was motivated by the fact that Kathy Paine had left HAM to go to Kelly, Nason, Inc. and that Miller felt so highly about Paine that they wanted to keep her, and so when she left, they followed.

Miller had originally come to HAM nearly 16 months ago, when in the course of shopping for a new agency, HAM had presented an ad series that was ultimately refined into the NoRMA winner

## Contemporary look

Rosenberg says that the series "fitted our needs," in attracting shoppers who had dismissed Miller as a bastion of old lady shoes. Miller had developed a new line of contemporary shoe fashions, and wanted to attract the more "with it" shopper into the store.

They found that Miller could do this through the Morris series, and so began a partnership to attract ladies out of boutiques and back to Miller, which could provide both the contemporary and the more formal shoe.

To accomplish this, Miller placed ads in 11 major dailies, corresponding to the cities where Miller has its stores—New York, Atlanta, Chicago, etc. This despite the fact that there are several Miller stores in the newer suburban shopping malls that ring the major cities.

Katie said that for Miller's needs, it was more effective to use the center city daily, instead of the local suburban paper. She feels that the Miller customer wouldn't use the local suburban paper for her shoe ideas.

By concentrating in the center city, Miller would continue to attract the urban resident. To be sure, much of this decision resulted from budgetary limitations, but mostly, a realization of the market and the customer that Miller was trying to reach.

As the series began to develop, the rapport between Miller and Kathy Paine did too. Katie Rosenberg is quick to praise HAM, that they have some "wonderfully creative people" who are quite capable, but it is Kathy Paine that Miller feels is the essential.

So, when she left for Kelly, Nason, so did Miller. Katy is hesitant to speak about the dollars and cents of her ad budget, but like every other ad director, obviously she would like a larger one.

Katie expects that this limitation will cause Miller to place small ads with Kelly, but contends that Miller will continue to utilize the dailies as opposed to the slicks.

Again, Katie says a lot of this is a

monetary consideration. But as in all advertising, there is too the question of effectiveness in placement. While the slicks might have more affluent readers, they have higher rates, and usually lower circulation.

Katie kept the NoRMA, while HAM lost Kathy Paine and the account.

## Three million lines

The *Virginian-Pilot/Ledger-Star* recently presented a special Landmark Milestone Award to Norfolk Sears Group manager Marvin Hallenbeck for investing more than 3,000,000 lines of advertising in the newspapers during 1972. Although the newspapers have had a million-liner club for several years, 1972 marked the first time any single advertiser had ever placed 3,000,000 lines.

## Aide to Gov. Meskill

Susan White, former city editor of the *Winsted (Conn.) Evening Citizen*, has been appointed an administrative assistant to Gov. Thomas J. Meskill.

# Promotion

## SIGN OF THE TIMES

The *Racine (Wisc.) Journal Times*, a division of Lee Enterprises Inc., is one of many newspapers in the last couple of years that has sought to modernize its image.

Back in 1969 the paper took a look at itself and decided that its conservative, rather old-fashioned image had kept pace with neither its growth nor the times.

Times executives, Bob Ross, general manager, Verne Hoffman, executive editor, and George Hansen, managing editor, decided that professional help was needed to create a distinctive and modern mark that would capture the "today image" they wanted to project.

Bozell & Jacobs' Racine office got the call, and art director Bernie Stroschein and his crew produced a new mark that served as the catalyst the Times was seeking.

The mark, as illustrated here, consists of a stylized T in a modern configuration which conveys the image of a person. The T refers to the *Journal Times*, the paper's new name which reflects its growing circulation in the area and the fact that the news is written for and about people.

The new mark was incorporated into in-house advertising and merchandising promotions proposed by B&J. All newspaper stationery and forms were revised. Promotional items from pens to new emblems for carrier bags and rural paper

## Fate of Okla.'s utility ad budget rests with Court

Further hearings have been ordered held on a decision by the Oklahoma Corporation Commission to limit promotional programs and advertising which encourages use of natural gas and electricity.

The Commission originally made the order known on December 21, but the utilities effected appealed to the Oklahoma Supreme Court.

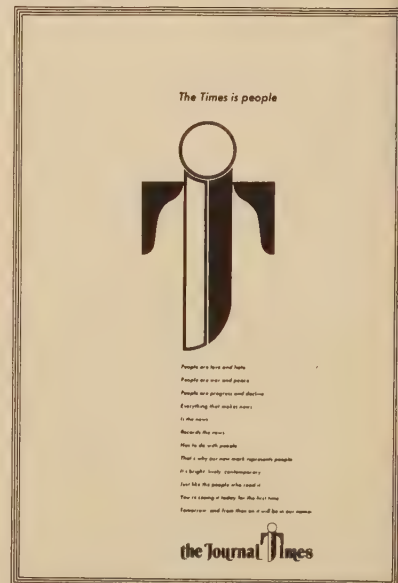
The Court ruled that further hearings would have to be held, and these begin on January 17.

The original order would limit advertising except for consumer and conservation advertising. Electricity in Oklahoma is produced from plants run by natural gas.

Public Service Co. of Oklahoma, Oklahoma Gas and Electric and the Oklahoma Natural Gas Co. stated that they spent a total of \$6.3 million on promotional and advertising programs during 1972.

## Buying radio station

Richard N. Hammell, who owns Hammell Newspapers, Florence, Ala. has asked the Federal Communications Commission to approve his purchase of radio station WOWL, in Florence. Hammell owns five dailies in Oklahoma, Iowa and Alabama.



boxes were made up.

Times management informed the agency that the response was overwhelmingly positive and attributes higher sales of the Sunday papers to the new sign.

**SKITCH HENDERSON**

Conductor, The Tulsa  
Philharmonic Orchestra



***This Guy has  
"played around!"***

***Read why he picked the Tempo of***

# **TERRIFIC TULSA**

SKITCH HENDERSON, the nationally-known conductor, composer and musical personality picked Tulsa for his "musical home." Unusual? Not at all. Tulsa is one of the most cosmopolitan cities in the nation, and its Philharmonic, which Skitch will conduct, is one of the top orchestras in the entire Midwest. Read what Skitch has to say: "I was attracted to Tulsa because of the 'tone' of the city . . . and that's not a pun. The orchestra plays more than 100 performances to all types of audiences throughout the area. The citizens are nationally and internationally known and are imbued

with a civic spirit and loyalty that is, unfortunately, almost a thing of the past in larger cities. . . . Besides, it's a great place to live!"

What does all this have to do with marketing and advertising? Simply that Tulsans, with higher-than-average incomes are more responsive to the new. One of the highest per capita college degree counts in America, and THE largest per capita number of engineers . . . remember that Tulsa is literate, lively, and BOOMING! Tell and sell your merchandise in Tulsa's number One advertising medium . . .

**TULSA DAILY WORLD**

**The Tulsa Tribune**

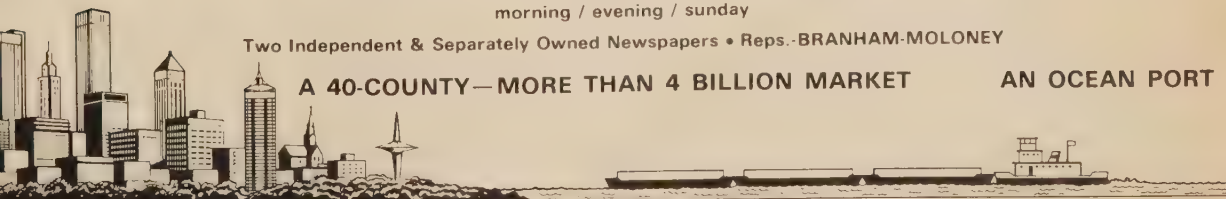
**THE OIL CAPITAL NEWSPAPERS**

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Two Independent & Separately Owned Newspapers • Reps.-BRANHAM-MOLONEY

**A 40-COUNTY—MORE THAN 4 BILLION MARKET**

**AN OCEAN PORT**





# Weekly editor

By Margaret Cronin Fisk

## PUBLISHER TURNS OVER HIRING TO STAFF

For most job interviews a prospective employee only has to impress the boss to get hired. But at the *Swainsboro* (Ga.) *Forest Blade* job applicants have to be okayed by everyone on the staff.

The *Forest Blade* has used this unique way of hiring people for four or five years and has all but eliminated the high employee turnover common to many papers.

Publisher William C. Rogers noted "I don't consider myself the best judge of character. I let those people who will be working with the person involved interview him."

The job applicant, however, doesn't know he's being interviewed by the rest of the staff. Rogers said he takes a promising applicant around a tour of the *Forest Blade* plant, "then I find an excuse to disappear and let my people talk to him."

One negative reaction from the current staff and Rogers won't hire the applicant. Rogers said the hiring policy "developed naturally" after the newspaper experienced several staff changes.

Rogers, who majored in psychology in college, said most of his staff turnovers were the result of workers not being able to get along with each other, rather than inability to do the job.

The *Forest Blade* staff has about 12 people full time, including news and typesetting. All but the press run is conducted in the *Swainsboro* shop.

Rogers noted that his policy "might not work" in a larger situation. *Swainsboro* is a small town and "we usually know about a person and his family before we talk to him."

The *Forest Blade* has published weekly in *Swainsboro* for 109 years. Rogers has been publisher for 14.

The *Forest Blade* has received the General Excellence Award in its circulation division from the National Newspaper Association for the past two years. The weekly has a paid circulation of 4750 and carries "strictly local news and columns."

Publisher Rogers was formerly the editor of the *Waynesboro* (Ga.) *True Citizen* for four years before acquiring the *Forest Blade*.

\* \* \*

## Weekly sales

Jerry Fuchs, president, and Millard Hoyle, secretary-treasurer, of Gavilan Newspapers Inc. in Gilroy, California, have announced the purchase of the *Gilroy News Herald*. Fuchs and Hoyle purchased the century old *Gilroy Dispatch* in March of 1972, from Califia Corp.

The *Gilroy Herald* was founded 18 months ago by John Doherty, former business manager of the *Dispatch*. In a lawsuit charging that Doherty had formed the *Herald* while still serving as business manager of the *Dispatch*, Califia won an out of court settlement.

Fuchs worked for Matzner Suburban Newspapers in Wayne, New Jersey for 14 years, resigning in July of 1971, as vice president and general manager.

When Doherty founded the *Herald*, Fuchs was employed in his place as business manager of the *Gilroy Dispatch*. Within the space of seven months, he and Millard Hoyle purchased the *Dispatch*.

The *Gilroy Dispatch* publishes Wednesday and Friday with a paid circulation of 3,700. A companion shopper, the *South Valley Life* is published on Wednesdays and mailed to more than 8,000 homes in Gilroy, Morgan Hill and San Martin.

\* \* \*

Don Mullan, who has been managing editor of the *Guelph* (Ont.) *Daily Mercury* for the past three years, has purchased two eastern Ontario weeklies.

The papers, the *Mamora Herald* and the *Norwood Register* were bought by Mullan, along with their printing plants. The *Herald* was purchased from Mr. & Mrs. Jack Golden and the *Register* from the estate of the late Jack Cheevers.

Mullan will become president and publisher of the papers. He has worked for Thomson Newspapers for 16 years, on various Canadian papers.

\* \* \*

The *Cambridge* (O.) *Daily Jeffersonian* has purchased the *Newcomerston* (O.) *News*, a weekly. Named to edit the *News* is *Jeffersonian* veteran Jerry Wolfrom. He will be assisted by Shirley Hayes, who had been with the *News*.

The purchase, for an undisclosed price, was made from Mrs. Florence Julien, who has operated the paper since the death of her husband Max, president and general manager, in 1970. The purchase includes land, building and the *News'* equipment. Wolfrom is an 8-year veteran with the *Jeffersonian*.

\* \* \*

The weekly *St. John* (Kan.) *News*, has been acquired by the Tribune Publishing Co., publishers of the *Pratt* (Kan.) *Tribune*, a daily. Clelland Cole, owner of the *News* since 1943, will continue as publisher on a part time basis. Jeff Barnes, son of the publisher of the *Tribune*, has been named managing editor. The *News* was changed to the offset printing process on January 4. Krehbiel-Bolitho Newspaper Service Inc. was the broker in the transaction.

\* \* \*

Roger and Sandra Sterling have purchased the 2,950 circulation weekly *Carpinteria* (Calif.) *Herald* from John and Mary Henderson.

The Sterlings also own the *La Virgenes Enterprise* in Calabasas, west of Los Angeles. The *Herald*, founded in 1920, is located in the area just south of Santa Barbara.

Sterling is a fourth-generation journalist, who had experience on his father's *Sanger* (Calif.) *Herald* while in college. Mel Hodel was broker for the sale, for which no price has been announced.

\* \* \*

Frank Parchman, publisher of the *Monmouth* (Ore.) *Polk County Sun*, has purchased the *Mount Angel* (Ore.) *News* and the *Willamina* (Ore.) *Times*.

Mr. & Mrs. E. B. Stolle were the sellers

of the *News*, and Mr. & Mrs. Orva Thompson were the owners of the *Times*. Parchman named Donald Ross former managing editor of the *Polk County Sun* as publisher of the *Mt. Angel* paper.

\* \* \*

The *Sheffield* (Ala.) *Standard and Times* has been sold to Jim Crawford, Jr. Crawford, who is with the Colbert County Publishing Co. will be president and publisher of the *S & T*. The paper, a weekly with a reported circulation of 505, was owned previously by Mrs. George Morris, and the Morris Publishing Co.

\* \* \*

## Briefs

Meridian, Mississippi has a new free distribution weekly newspaper. The *Lauderdale Ledger* (named after the county) began publication December 29, 1972.

Editor and publisher of the new newspaper is Ray Narro, former sports editor of the *Meridian Star*. E. I. Watson, formerly of the defunct *Jackson State Times*, is the director of advertising.

The *Ledger* is mailed to 8,236 rural families in *Lauderdale* county.

\* \* \*

While many weekly newspapers in the U.S. celebrated the New Year with a capsule rundown of the year's events, the *Country Squire* in South Kansas City, Kansas, did something different.

Borrowing a little from *Esquire* Magazine's Dubious Achievement Awards, the *Squire's* Tom Leathers assembled the more ironic moments of 1972 for its Annual Awards. A sampling:

"The No-One-Will-Ever-Know-The-Difference Award: To Senator Robert Bennett who, in his election advertisements, used an endorsement by the Village *Squire* to show the support he was getting. He neglected to mention that the endorsement had been made prior to a previous election—and that the Village *Squire* endorsed his opponent in 1972.

"The Tasty Morsel Award: To the Spaghetti emporium who on its radio commercials explained that a mobile blood bank was parked at the restaurant. 'Get a free spaghetti dinner by coming over and giving a pint of blood,' the commercial added."

\* \* \*

Three midwest weeklies, with 281 years of continuous publishing between them, have folded.

The 100-year-old *Pike County* (Ill.) *Adage* ceased publication in November. Publishers Harry and Frances Hess noted in a farewell editorial "Granddad had it, Dad had it, and We've had it!"

The 98-year old Norwegian language *Decorah* (Iowa) *Posten* folded in December with a final circulation of 5000, down from 45,000. The *Posten's* subscription lists will be taken over by another Norwegian language newspaper published in Seattle.

The junior member of the trio, the *Cambridge* (Iowa) *Leader* was founded in 1889. For 64 years the *Leader* was owned by the Langford family, current publisher Lafayette O. Langford. Up until its recent death, the *Cambridge Leader* was one of the few papers left in the U.S. whose type was set by hand.





## The Chemcomatic System helps the Las Vegas Review-Journal hit newsstands on time.

When your province is a dynamic, news-generating entertainment city, meeting press deadlines is critical. The Review-Journal, member of the Donrey Media Group, now has additional breathing time, thanks to its new Chemcomatic System which offers fully-automated negative making for the high speed, precisely-controlled photomechanical operation.

"What we were looking for," says Dennis Schieck, Production Manager of the Review-Journal, "was a complete system conversion to offset reproduction. We found Chemco could best meet all our needs. And the system is operating so efficiently that despite last minute editorial requirements, deadlines now come easy."

Chemcoman Ed Fountaine recommended a Chemcomatic System including the Marathon roll-film camera, an automatic film transport, film processor, and the Chemco pin register drill system, plus Powerline® film and Powerflo® developer. In combination, they assure fast, economical performance for Nevada's largest daily newspaper.

Why don't you look into photomechanical reproduction the Chemco way? For a copy of the new Chemco publication, "The Total Offset Newspaper," write on your letterhead to Chemco Photoproducts Co., Div. of Powers Chemco, Inc., Glen Cove, New York 11542.

*Leader in Automated Negative Making*



**CALL YOUR CHEMCOMAN...AND SOMETHING GREAT DEVELOPS**



# N.Y. Times won't work with press council

Arthur Ochs Sulzberger, publisher of the *New York Times*, said (January 15) that the Times will refuse to cooperate with the press council being established by the Twentieth Century Fund to monitor news media.

In a memorandum to the Times' staff, Sulzberger questioned the ability of the council to help the news media meet the threats of intimidation by government against reporters and broadcasters.

"As we view it," wrote the publisher, "we are being asked to accept what we regard as a form of voluntary regulation in the name of enhancing press freedom. We respect the good intention of the fund, but we believe the operation of such a council would not only fail to achieve its purposes but could actually harm the cause of press freedom in the United States."

"Accordingly," continued Sulzberger, "we have decided not to participate in the work of the council. This means we will not be a party to their investigations, nor will we furnish information or explanations to the council."

Replying to Sulzberger's statement M. J. Rossant, director of the Twentieth Century Fund said: "I much regret that the Times will not cooperate because I think it is the most responsible and best, and therefore should have nothing to fear from cooperation. I am surprised the council has been condemned before its members are known or it has had a chance to prove itself."

He added that he expected the council to investigate news organizations regardless of whether they cooperate.

The council, to consist of 15 members, and scheduled to go into operation in March, would act as an "ombudsman" to investigate complaints brought by both press and public, but would have no coercive power. The formation of the council was recommended by a task force (E&P Dec. 2), among whose members was Times' editor of the editorial page, John Oakes.

According to a spokesman at the Twentieth Century Fund in New York, the refusal by the Times is the first such action taken by a newspaper, although "a number of papers have expressed pessimism about the project in their editorial columns."

The *New York News* on January 17 repeated its comment from a December 2 editorial: "We don't care how much the Fund prates about its virtuous intentions. This is a sneak attempt at press regulation, a bid for a role as unofficial news censor."

*Washington Post's* executive editor Benjamin C. Bradlee stated January 16 that the Post would cooperate with the council the same as it does now when it "answers questions about ourselves from private organizations."

Bradlee further said that "it is difficult to comment about an organization that does not exist and whose ground rules are

therefore unknown." His remarks were published in a Post story about the Times' decision to stay off the panel.

In his "Editor's Notebook" January 14, John S. Knight, editorial chairman of the Knight Newspapers said: "Editors are accountable to their readers, not to a group of self-appointed busybodies with time on their hands . . . any self-respecting editor who submits to bar association 'guidelines' or subscribes to meddling by the National Press Council is simply eroding his own freedoms."

Earl H. Richert, editor-in-chief of Scripps-Howard Newspapers, said, "we are against a press council such as being proposed in any form or coloration, regardless of sponsorship. It would not be in the interest of press freedom in America."

## Gannett names Langdon ME of its news service

New assignments in Gannett Co.'s news service and its Rochester, Washington, Albany bureaus were announced by John C. Quinn, vicepresident-news.

Jerry Langdon has been promoted to managing editor of the Gannett News Service with responsibility for the Rochester bureau and the daily news report. Langdon has been GNS Rochester news editor for six months, since coming from the *Ithaca* (N.Y.) *Journal* where he was editor.

John Omicinski, GNS-Rochester news editor since 1969, has been reassigned to the Washington bureau to coordinate Capitol Hill regional coverage of congressional delegations from areas served by Gannett papers.

Sidney H. Hurlburt, an AP staffer for 8 years, has been named night news editor of the GNS-Rochester bureau. Robin Branch will supervise the day report and the features package. Charles Holcomb, New York manager for statewide coverage, will assume the added duties of the Albany bureau chief, succeeding Emmet O'Brien, who is retiring after 44 years with Gannett.

## L. A. Times breaks classified ad mark

The Los Angeles Times published 4,322, 685 classified ads in 1972, a new record. This was more than 264,898 over the old record, set by the Times in 1965.

In terms of net paid lines, the Times published 33,982,647. This was also an increase over the existing record.

In its January 7, 1973 Classified Jubilee issue, the Times ran more than 18,168 ads in 124 pages. This represented 300,770 lines. The Jubilee is one of three special classified editions the Times publishes.

## R. Hoe case remains unsettled

Judge Sylvester J. Ryan has instructed lawyers representing an unofficial group of Class A stockholders and a group of creditors ("unofficial because they are unrecognized by the court) to "either go ahead or not" in their appeal of the judge's decision to sell an estimated \$9 million of R. Hoe & Co. printing inventory and real estate to the Wood Co.

In a hearing January 17 in U.S. District Court in Manhattan, the judge admonished the lawyers for "tying up the inventory and costing the taxpayers and the company a great deal of money."

Said Ryan: "I made the best possible deal that could be made; fair, just, and equitable, and I'm not going to permit you to tie up the settlement any longer. So go ahead or I'm going to instruct the trustee to deny your appeal."

The sale approved by Ryan on November 17, would give Wood all remaining usable press inventory at Hoe's New Jersey and Bronx plants, a relatively new 44,000 square foot building, and 8½ acres of land, for \$4 million. The court, and Hoe trustee John Galgay, contend that the sale would eliminate the cost of maintaining the inventory over a long period and free remaining land for sale.

Harold Saligson, attorney for the Class A stockholders had told the court that the appeal would not be pursued if an agreement could be reached with the Talcott Co., which loaned to Hoe \$12 million shortly before its demise, to reduce its claim to interest.

Informed that an arrangement had been worked out to pay Talcott \$5.4 million in addition to what has been paid already, Saligson wished to see the papers. Said the judge: "We have reached an agreement on general terms, the final agreement will be submitted on notice to everyone. At that time, if you're still unhappy, you can file your objections. But at this point, I don't see what good you're accomplishing drawing the thing out."

The next hearing is scheduled for April 27 at 10:30 am in Foley Square, New York.

## Schick to invest \$1.5m in co-op ads

Schick Incorporated will have the largest first half-year ad campaign in its history. Schick will spend \$4.3 million for the spring campaign, plus another \$1.5 million in co-op advertising.

The outlay is being tied to Schick's 1973—"Gold Medal Year" campaign, which will focus on Schick spokesman Mark Spitz, the Olympic star.

The ads, created for Schick by Dancer-Fitzgerald-Sample Inc. will appear in volume on tv, as well as extensively in papers and magazines.



# 39th annual 1973 National Headliner Awards

## FOR OUTSTANDING ACHIEVEMENT IN JOURNALISM

### *Reporting, Writing, Photography, TV and Radio Broadcasting*

**DEADLINE FOR ENTRIES: FEBRUARY 15, 1973**

#### **Eligibility**

Headliner competition is open to all material published or broadcast between January 1, 1972, and December 31, 1972.

There is no limit on the number of entries that may be submitted. However, each entry may be entered in only one category. The deadline for entries is February 15, 1973. Entries will not be returned.

Headliner awards will be presented at the three-day National Headliner weekend at Atlantic City in the Spring. Winners will be guests of the National Headliners Club.

Public Service entries for both print and broadcast should be accompanied by a letter outlining background, accomplishments and results. In print Public Service, the exhibit can include clippings of stories, series, photos, editorials and community reaction.

All photo entries must be mounted. Size of prints may range from 8 by 10 to 11 by 14. Entries should contain captions and tearsheets to indicate publication.

Television entries must be in the form of 16 mm film projection prints, or 16 mm film transfers (kines) from videotapes.

Radio entries should be in the form of audio tapes at 7½ IPS, full rack. Individual entries should be on separate reels. Campaign entries may be on same reel.

In all radio and television categories, awards are made to a station or a network with proper credits to an individual or individuals.

Television and radio entries should include a brief printed resume of the entry, with the material for judging.

**SEND ALL ENTRIES TO: ELAINE FRAYNE, SECRETARY, NATIONAL HEADLINERS CLUB, 2300 PACIFIC AVENUE, CONVENTION HALL, ATLANTIC CITY, N.J. 08401.**

#### **Headliner Achievement Awards For Daily Newspapers**

1. Outstanding domestic news reporting, news feature or news series in Daily Newspaper—Circulation up to 50,000.
2. Outstanding domestic news reporting, news feature or news series in Daily Newspaper—Circulation from 50,000 to 150,000.
3. Outstanding domestic news reporting, news feature or news series in Daily Newspaper—Circulation over 150,000.
4. Consistently outstanding local interest or feature column on variety of general subjects.
5. Consistently outstanding local interest or feature column on one subject. (Examples: business, food, finance, fashion, drama, Radio-TV, or others.)
6. Consistently outstanding editorial cartoons.
7. Outstanding spot news photography.
8. Outstanding feature photography.

#### **9. Outstanding sports photography.**

10. Consistently outstanding sportswriting or sports column by an individual.
11. Consistently outstanding newspaper published magazine.
12. Outstanding investigative or other specialized reporting.
13. Outstanding public service by a newspaper.

#### **Headliner Achievement Awards For Magazines and Syndicates**

1. Outstanding coverage of a major domestic news event.
2. Consistently outstanding feature writing by an individual.
3. Consistently outstanding special feature column on one subject. (Examples: business, food, finance, fashion, drama, Radio-TV, Washington coverage, sports, travel, or others.)
4. Best domestic news feature or news series.
5. Syndicate photos.

#### **Headliner Achievement Awards For Radio Stations**

1. Consistently outstanding radio reporting (cities over 250,000).
2. Consistently outstanding radio reporting (cities under 250,000).
3. Consistently outstanding radio editorials (no population limit).
4. Outstanding public service by a station (no population limit).

#### **Headliner Achievement Awards For Radio Networks**

1. Consistently outstanding radio reporting.
2. Outstanding public service by a network.
3. Outstanding documentary by a network.

#### **Headliner Achievement Awards For Television Stations**

1. Consistently outstanding TV reporting (cities over 500,000).
2. Consistently outstanding TV reporting (cities under 500,000).
3. Consistently outstanding TV editorials (no population limit).
4. Outstanding public service by a station (no population limit).

#### **Headliner Achievement Awards For TV Networks**

1. Consistently outstanding TV reporting.
2. Outstanding public service by a network.
3. Outstanding documentary by a network.



# When a big insurance story breaks, we can help you put it together.

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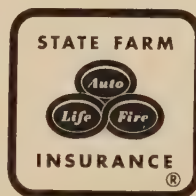
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This year, New Englanders are spending at the rate of \$509-million every week in local retail stores—an estimated \$6,908 during the year for every one of the region's 3.8 million households—\$538 above the national average! And when it comes to food sales, New England's \$1,646 per-household exceeds the U.S. average by 14.4%! New Englanders buy more newspapers, too. In the six states of the region, daily newspapers average no less than 71% home coverage, and at least one local daily goes into 93% of homes. To sell more, buy newspapers—in New England!

## Take a look at these figures:

	Retail Sales	Food Sales	Per hh. Food Sales
MAINE	\$ 1,939,263,000	\$ 497,345,000	\$1,632
NEW HAMPSHIRE	1,705,328,000	441,778,000	1,839
VERMONT	1,095,875,000	257,763,000	1,873
MASSACHUSETTS	12,925,250,000	3,000,345,000	1,655
RHODE ISLAND	1,912,428,000	449,017,000	1,493
CONNECTICUT	6,924,557,000	1,659,426,000	1,595

## Advertising gets results in these leading New England newspapers:

### MAINE

Bangor Daily News (M)  
Maine Sunday Telegram (S)  
Portland Press Herald (M)  
Portland Express (E)

### NEW HAMPSHIRE

Manchester Union Leader (AD)  
Ashua Telegraph (E)

### VERMONT

Barre-Montpelier Times-Argus (E)  
Burlington Free Press (M)  
Rutland Herald (M)

### MASSACHUSETTS

Boston Globe (M&E)  
Boston Globe (S)  
Brockton Enterprise & Times (E)  
Fall River Herald News (E)  
Gardner News (E)  
Lynn Item (E)  
New Bedford Standard-Times (E&S)  
North Adams Transcript (E)  
Pittsfield Berkshire Eagle (E)  
Springfield Daily News (E)  
Springfield Union (M)  
Springfield Republican (S)  
Taunton Gazette (E)  
Waltham News Tribune (D)  
Worcester Telegram (M-S)  
Worcester Gazette (E)

### CONNECTICUT

Bridgeport Post-Telegram (M&E)  
Bridgeport Post (S)  
Bristol Press (E)  
Hartford Courant (M)  
Hartford Courant (S)  
Hartford Times (E&S)  
Meriden Record & Journal (M&E)  
Middletown Press (E)  
New Britain Herald (E)  
New Haven Journal-Courier (M)  
New Haven Register (E&S)  
New London Day (E)  
Norwich Bulletin (M&S)  
Torrington Register (E)  
Waterbury American (E)  
Waterbury Republican (M&S)

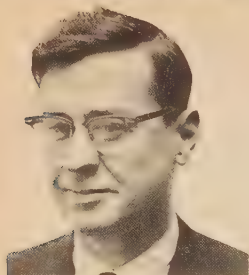
### RHODE ISLAND

Pawtucket Times (E)  
Providence Bulletin (E)  
Providence Journal (M&S)  
Woonsocket Call (E)





# A GOLDMINE



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# Dik Browne presents Hägar the Horrible

By Lenora Williamson

Arabian Nights and Christmas Eve, all rolled into one.

This is what 16-year-old Dik Browne thought of the newspaper business the first time he walked into the *New York Journal* back in the 30s.

The first sight of the city room is etched in his mind's eye: Paper a foot deep on the floor, a delicatessen operation going strong behind a post; the desk man shouting into a phone, which he immediately threw across the room, hitting a colleague, and then without missing a beat demanding of Dik, "What do you want?"

"Now," Dik inquires of his interviewer, "wouldn't you be beguiled if you went into a place like that? Here, I'll draw it for you." And he takes notebook and pen and does a cartoonist's memory sketch.

Today, Dik Browne is very much in the newspaper business—not as a reporter with trench coat and press pass he coveted while a copy boy surrounded by Journal star reporters but as one of the top cartoonists on the comic pages of the nation's daily and Sunday papers.

### New strip planned

All this cartooning success and a brand new strip to bow in February "doesn't mean I don't miss that raincoat." He loves to talk newspaper life and confesses he'll never get over not being "a reporter at a certain time, a certain place—in the 1930s it was a very wonderful thing to be." There were Jimmy Kilgallen, Bob Considine, Mike Claffey—among news room heroes.

He remembers kindness of the pro's. "I'd blush when they talked to me."

Now six feet tall and in the vicinity of 200 pounds, attired in beard, red jacket and car coat, Browne is in effervescent mood. Not only is "Hi and Lois", for which he collaborates with Mort Walker ("Beetle Bailey"), running in 607 newspapers, and a new second children's book also in collaboration with Walker ("The Land of Lost Things") about to be published. But beginning Sunday, February 4, Browne's own new comic strip debuts.

"Hägar the Horrible" is the title hero—a hard-working Viking away from his castle a lot in the competitive trade of sacking and looting—whose troubles center at home with a statuesque wife Helga, a short-haired son Hamlet and a daughter Honi. King Features Syndicate will distributed "Hägar" daily and Sunday.

### Title came from son

It's not by accident that Hägar seems a natural character for Dik, physically and otherwise. "Every man has a lot of Viking in him. He'd like to be out in the long boats again."

Son Christopher ad libbed the title one afternoon upon sighting father storming down the stairs in protest at after-school commotion disturbing his nap. "Oh,

Hägar, the horrible," shouted Chris, and that was it.

Dik explains the nap bit. For years he was a night worker conditioned by art school and work at the Journal. He liked that "isolation" of working at night. "You're not alone much in this world. You grab it while you can."

But in the past 10 years, Dik "discovered morning." The schedule is up at 6 a.m., coffee, newspapers, and then to work. Most of the day's work is done by 11 o'clock, so when he "poops out" about 4, it's naptime. All these good work habits he attributes to Mort Walker's influence. Mort's a fellow "who likes to work a year ahead." Dik is 12 weeks ahead on "Hägar" now, but aims for more.

### Works in cellar

While most fathers in Wilton, Connecticut, go off to work somewhere, Dik goes down to the cellar. His drawing board is there. Christopher, also a cartoonist who has done comic books, works alongside. Son Robert, a musician and painter, works in Fairfield. Daughter Sally, 16, personification of the proverbial apple of father's eye, is the Korean girl adopted by Dik and his wife Joan in 1961. A proud father, Dik professes amazement that both boys cut their long hair when papa grew his beard about a year ago. In Wilton, Dik finds that the beard draws "a better type" of question from townsfolk. Such as, "Do you think there is life after death?" Before beard, the question would go, "What about the Giants?"

Back in the days of his own youth when Dik Browne couldn't generate any real demand for his talents as a reporter (he admits to not being objective and a fondness for embroidering tales), everybody kept suggesting he draw. While at the Journal he was drafted to do maps and murder diagrams. He went to the art staff of *Newsweek*, married Joan Kelly of the *New York Daily News* and was inducted into the army.

After World War II, Dik went into advertising art, working on such accounts as Lipton tea and Post cereals. The redesigned Campbell Soup kids and Chiquita Banana came from his drawing board.

In the mid-fifties when Mort Walker wanted a cartoonist to work with him on a new strip, Dik Browne's name appeared on the lists of suggestions. The two met and "Hi and Lois" began a long, successful run. Dik says proudly there's no lawyer, no contract governing their association.

Both have won the Reuben, top award of the National Cartoonists Society, and both have served as president of the organization. Of cartooning fame, Dik explains that a cartoonist isn't a celebrity if his strip is not in his local paper. "Hi and Lois" doesn't run in the weekly *Wilton Bulletin*, but is in nearby *Norwalk hour*.

EDITOR & PUBLISHER for January 20, 1973

SHAFFSTALL



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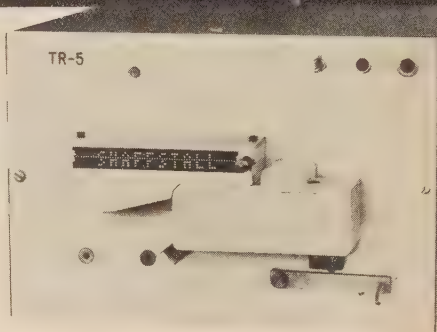
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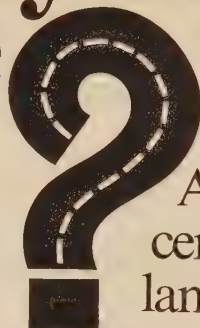


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This does not mean building new roads. It means improving existing roads. This is the other side of the story that needs to be told in the interest of saving lives. An informational kit, developed especially for the communications industry, reveals many facts motoring Americans have a right to know. To get your kit, write:

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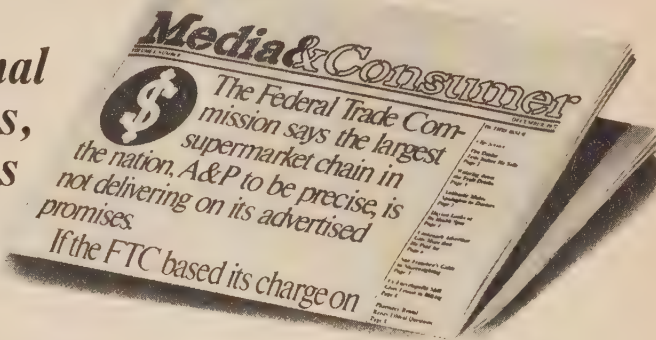
\*Source: 1972 National Highway Needs Report. Does not include local streets

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# Reporter says full shield is unlikely

Legislators are not likely to write reporter shield laws that will absolutely protect news sources and the press would be better off if the subject had not been reopened.

That observation was made by ex-Wall Street Journal reporter Louis M. Kohlmeier during a press law and investigative reporting seminar of the Mid-America Press Institute in St. Louis, Mo., last weekend (January 13-14).

Kohlmeier, who begins a column on January 22 for the Chicago Tribune-New York News Syndicate, advised the group of about 40 newsmen from 10 states to be skeptical, not cynical, while seeking information and suggested that the reporter's attitude in confronting public and private citizens in the course of an investigation has much to do with success.

The reporter's best allies are alertness, skepticism, interest, desire and ability to cultivate sources, but not to know them too well. It is the newsmen's job to dig for information, not the editor's and especially to cultivate people who are likely to have secrets to disclose, Kohlmeier said.

Newspapers that don't engage in hard investigative reporting and neglect the First Amendment options, are not doing their jobs, Kohlmeier said.

Richard W. Hainey, executive editor of *Chicago Today*, who was re-elected chairman of the MPI, condemned "handout reporting" and observed that newsmen become unpopular at times as far as the public is concerned because facts are printed. For instance, he said, it is "difficult to get the people of Chicago to believe the police don't use nightsticks, so we have become unpopular."

## Source laws upheld

Relating to reporter shield laws, which are in force in 22 states and are to be introduced in legislatures of several other states and Congress this year, Hainey said that if reporters were to reveal some of their sources "someone would be murdered."

Richard W. Cardwell, legal counsel for the Hoosier (Indiana) State Press Association, informed the group that the majority of states either will have reporter shield laws or will amend existing statutes in 1973. He said the Indiana law has existed 32 years and has been used only three times in very minor fashion.

Cardwell termed the ANPA recommendations that Congress enact legislation that would block subpoena of reporters and unpublished news media materials in both Federal and state proceedings (E&P, January 6) the best bill among the 50 that are likely to be introduced in the Senate and House during the upcoming sessions.

There must be unanimity in working with legislatures, Cardwell observed, adding "probably more shield laws have been urged by reporters in contacts with

legislators than any other factor." Many reporters feel they don't need any protection for their sources, he observed.

We've got to have absolute protection of sources or forget it," he declared.

What was Kohlmeier's advice to young reporters starting out as to the best place to look for corruption and irregularities?

"Look where there is money connected," he answered, "as with construction contracts, building of highways and what privileges have been granted by local, state and Federal authorities."

He noted that there are many stories to be found in the operation of pension funds and foundations. Chiefly, discover where the money came from to finance foundations. Much can be done on an attribution basis in gathering and reporting stories. Many Internal Revenue Service and Security and Exchange Commission regional offices are making more information available.

He advised reporters to look into the subtleties of public officials borrowing funds in amounts beyond their ability to pay, a more that generally allows crime cartels to enter the picture. Problems of investigative reporters generally evolve from rendering officials so angry that it causes a drying up of the source. The answer to this is to gain the respect of the source, which generates new sources.

## Judge dismisses suit against Paddock Corp.

U. S. District Judge Thomas R. McMillen has dismissed a complaint filed by three minority stockholders of the Paddock Corporation charging three members of the Paddock family with "fraudulently inducing" them to invest \$920,000 in the company in 1971.

The suit was filed in October by Dr. Robert K. Burns, a professor of business at University of Chicago; John R. Malone, newspaper consultant; and George M. Hilgendorf, attorney (E&P, Oct. 28).

The plaintiffs had charged that an alleged agreement included promises of revisions in corporate and management structure as well as assurances that all three plaintiffs "would occupy certain important offices and positions in the company." Malone and Hilgendorf are former officers of the corporation.

Judge McMillen's ruling was on the defendants' motion to dismiss the complaint because it failed to state a cause of action under the securities law.

The Paddock Corporation is a holding company for Paddock Publications Inc., Arlington Heights, Ill., publishers of daily newspapers in Chicago suburbs, and Paddock Circle Newspapers Inc., Libertyville, Ill., publishers of seven suburban weekly newspapers in Lake County.

## Correction

It was erroneously reported in the January 6 **EDITOR & PUBLISHER** that Hamilton Thornton, who died December 30, was editor of the *St. Louis Post Dispatch* editorial page. In fact it was the *St. Louis Globe-Democrat*.

# Chicago judge rejects news source subpoena

Subpoena seeking information from the *Chicago Sun-Times*, *Chicago Tribune*, *Chicago Daily News* and *Chicago Today* were quashed (January 16) by Circuit Court Judge George A. Higgins.

Five persons, through their attorneys, asked the four managing editors for material ranging from photographs and tape recordings to the names, notes, addresses and telephone numbers of reporters and photographers.

In his opinion, Judge Higgins said that allowing subpoenas to be issued generally would require newspapers to produce reams and volumes of material in court cases.

The subpoenas were a blanket request for information gathered by newsmen who covered a police community relations meeting in Chicago.

A disturbance at the meeting resulted in arrest of the five individuals on charges of participating in mob action. Judge Higgins, in quashing the subpoenas, referred to guidelines established in 1970 by Judge Louis Garripio in rejecting subpoenas served on the news media for information related to a 1969 disorder in a Chicago park.

Judge Higgins ruled that the material sought through him was "irrelevant and unnecessary" in the preparation of a defense for the five arrested at the community meeting.

Judge Higgins also said enforcement of the subpoenas would violate the privilege statute passed by the Illinois General Assembly in 1971.

## Ireland takes 10 ad pages in Journal

The Government of Ireland used 10 full pages of the January 2 *Wall Street Journal* to coincide with Ireland's admission into the European Economic Community.

The idea of the program was to interest U.S. investors in Ireland, and represented the largest international advertising to appear in one-volume in the *Journal*.

27,000 additional copies were run off for distribution in Irish commercial attache offices in the US and Europe.

## A \$100,000 gift

The Binghamton (N.Y.) *Evening Press and Sun-Bulletin* (Gannett group) has donated the 52-year old building formerly occupied by the *Binghamton Sun* to the neighboring First Presbyterian Church. Robert R. Eckert, publisher, said the value of the property exceeds \$100,000. The Press came into possession of the 7,497 square feet of land and building in 1971 when it bought the *Sun-Bulletin*.

## Past Week's Range of Stock Prices

### NEWSPAPERS

American Financial Corp. (OTC)	1/10	1/17
Capital Cities Bdcg. (NYSE)	19 1/2	20 1/8
Com. Corp. (OTC)	59 1/2	60 3/4
Wiles Comm (NYSE)	6 3/4	6 1/2
W Jones (OTC)	9 3/4	9 1/4
Wne Comm (OTC)	43	42
Wne Comm (NYSE)	5 3/4	4 7/8
Wne Comm (NYSE)	37 1/2	38 1/2
Wne Comm (NYSE)	27 1/2	27 1/2
Wne Comm (NYSE)	55 1/2	54 1/2
Wne Comm (NYSE)	23 3/4	24 1/4
Wne Comm (NYSE)	38	36 3/4
Wne Comm (NYSE)	29 3/4	30
Wne Comm (NYSE)	14	14 1/2
Wne Comm (NYSE)	8 1/2	7 1/2
Wne Comm (NYSE)	10 1/2	10 1/2
Wne Comm (NYSE)	10 1/2	10 1/2
Wne Comm (NYSE)	28	28
Wne Comm (NYSE)	31 1/2	32
Wne Comm (NYSE)	16 1/2	17 1/2
Wne Comm (NYSE)	13 1/2	14 1/2
Wne Comm (NYSE)	59	55
Wne Comm (NYSE)	24 1/2	24
Wne Comm (NYSE)	70 1/2	67
Wne Comm (NYSE)	33	32 1/2

### SUPPLIERS

Aditi (CE)	10 1/2	10 1/2
Aditi (NYSE)	33	29 3/4
Aditi (NYSE)	5 1/2	5 1/2
Aditi (NYSE)	21 1/2	20 1/2
Aditi (NYSE)	24 3/4	25
Aditi (NYSE)	21 1/2	20
Aditi (NYSE)	11 1/2	10 1/2
Aditi (NYSE)	27 1/2	24 1/2
Aditi (NYSE)	10 1/2	10 1/2
Aditi (NYSE)	25 3/4	26 3/4
Aditi (NYSE)	50 1/2	49
Aditi (NYSE)	18 1/2	18 1/2
Aditi (NYSE)	97	98 1/2
Aditi (NYSE)	18 1/2	18 1/2
Aditi (NYSE)	104 3/4	101 3/4
Aditi (NYSE)	24 1/4	23 3/4
Aditi (NYSE)	20 1/4	20
Aditi (NYSE)	148 3/4	144 3/4
Aditi (NYSE)	18 1/2	19 1/2
Aditi (NYSE)	33 3/4	35 1/2
Aditi (NYSE)	73	72 1/2
Aditi (NYSE)	36 1/4	36 3/4
Aditi (NYSE)	27 3/4	27
Aditi (NYSE)	20 1/4	20
Aditi (NYSE)	51 1/2	53 1/2
Aditi (NYSE)	46 3/4	47 1/4
Aditi (NYSE)	10 1/2	10 1/2
Aditi (NYSE)	41 1/2	41 1/2
Aditi (NYSE)	49 1/2	45 1/2
Aditi (NYSE)	41 1/2	39
Aditi (NYSE)	5 1/2	5 1/2
Aditi (NYSE)	22 1/2	22 1/2
Aditi (NYSE)	12	11 3/4
Aditi (NYSE)	86 3/4	85 3/4
Aditi (NYSE)	31 3/4	31 1/4
Aditi (NYSE)	6	5 1/4
Aditi (NYSE)	15	15 1/2
Aditi (NYSE)	71	67 1/2
Aditi (NYSE)	17 1/4	16 3/4
Aditi (NYSE)	10 1/2	10 1/2
Aditi (NYSE)	23 3/4	23 3/4
Aditi (NYSE)	21 1/2	19 3/4
Aditi (NYSE)	21 1/2	18 3/4
Aditi (NYSE)	20 1/4	19 3/4

### ADVERTISING AGENCIES

Aditi (NYSE)	11 1/4	10 3/4
Aditi (NYSE)	23 1/4	22 1/4
Aditi (NYSE)	12 1/2	11 1/4
Aditi (NYSE)	16 3/4	16 3/4
Aditi (NYSE)	24 1/2	23 1/2
Aditi (NYSE)	25 1/4	23 1/4
Aditi (NYSE)	32 1/2	31
Aditi (NYSE)	23 1/2	23 1/2
Aditi (NYSE)	23 3/4	23 3/4
Aditi (NYSE)	6	6
Aditi (NYSE)	20	18 1/4

## Deaths

MILLARD BROWN ("M.B.") TAPP, 61, advertising production manager of the *Memphis Commercial Appeal* and the *Press Scimitar* of the Memphis Publishing Company. January 5.

\* \* \*

ROY RUGGLES JOHNSON, 89, retired managing editor of the *Worcester (Mass.) Telegram* and night editor and columnist of the *Boston Globe*. Johnson broke the 1913 story of Jim Thorpe's "professionalism" which led to Thorpe's relinquishing his 1912 Olympic Gold medals. January 11.

\* \* \*

ROBERT M. GRANNIS, 69, retired managing editor of the *Brooklyn Eagle*, and reporter for several other New York papers. January 5.

\* \* \*

N. STANLEY REID, member of the ad staff, *Colorado Springs Gazette Telegraph*. December 31.

\* \* \*

OLIVER L. BRENNAN, 42, *Boston Globe* news editor. January 5.

\* \* \*

CHARLES FOWLER (RED) HILL, 72, retired newsman for the *New York Times* and the *Herald Tribune*, most recently with the *Norwich (Conn.) Bulletin*. January 5.

\* \* \*

MARIE DOUGLAS, 46, secretary-librarian, *Klamath Falls (Ore.) Herald and News*. December 29.

\* \* \*

ORLANDO R. DAVIDSON, 60, former reporter for the *Washington Daily News*, and the *Portland (Ore.) Journal*, and vicepresident of public affairs at Reed College.

\* \* \*

HARRY M. DAYTON, 86, retired sports writer for the *Flint Journal*, and the oldest member of the Michigan chapter of the BBWAA. January 7.

\* \* \*

ROBIN F. GARLAND, 58, marketing specialist, press photography, sales development, Eastman Kodak Company; joined

Kodak in 1957 and called on metropolitan newspapers across the country, participated in news photography seminars; formerly photography editor, Curtis Publishing Company, and manager, photo journalism dept., Graflex, Inc.; December 13.

## Fleetwood sells Cartersville, Ga. papers to Walls

Carmage Walls and Associates of Montgomery, Ala., acquired the *Cartersville (Ga.) Daily Tribune News* and the *Herald Tribune*, owned by John T. Fleetwood.

The transaction was effective January 1, according to an announcement by Fleetwood and Charles E. Hurley, the new editor and publisher.

A new corporation, with Hurley as president, was formed by the new owners.

Also included in the transaction were the *North Bartow News* in Adairville and the *Chatsworth Times*, weeklies.

## Earnings, billings set record at W,R,G

Wells, Rich, Greene, Inc., achieved record billings and earnings per share in its fiscal year ended October 31, 1972. Earnings per share for fiscal 1972 rose to \$1.90 from \$1.66 a share a year earlier. Computations were based on 1,587,608 average shares outstanding, compared with 1,576,301 for fiscal 1971.

Gross billings totaled \$115 million in the year just ended, compared with \$108 million the year previous.

Net income as a percentage of billings rose for the fifth consecutive year, climbing to 2.6 compared with 2.4 per cent a year earlier. The advertising industry composite measure is less than 1 per cent.

## CLASSIFIED ADVERTISING Order Blank

Name \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Classification \_\_\_\_\_

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☐ Assign a box number and mail my replies daily

To Run: \_\_\_\_\_ Weeks \_\_\_\_\_ Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N. Y. 10022

## Colorado legislators propose shield laws

The Colorado legislature is expected to pass a shield law this session to protect the rights of newsmen not to reveal their sources. Several bills have been proposed and two qualified shield laws have been introduced.

William Lindsay, executive secretary of the Colorado Press Association, said, however, he expected Colorado media to back an unqualified bill to be introduced this month by State Senator Joe Shoemaker.



# Classified Advertising

**BENEFIT FROM OUR VAST  
NEWSPAPER AUDIENCE**

## FEATURES AVAILABLE

### AUTOMOTIVE

DAILY/WEEKLY COLUMNS by top Detroit magazine editor (ABP award winner; own daily radio show). Variety of inside Detroit information—opinion, forecasts, humor, news—with universal appeal. Samples from Cummins Publishing Company, 21590 Greenfield, Oak Park, Mich. 48237.

### BIRTHDAY CALENDAR

FAMOUS BIRTHDAYS—Local angle pulls mail. Test with samples, \$2.00. Box 53, Editor & Publisher.

### COMIC STRIPS

"SASSAFRAS TEA"—Best strip in years. For details write: Bob Howard Enterprises Inc., 3128 Dunlop Rd., Columbus, Ohio, 43227.

### GENEALOGY

GENEALOGY—Freshly written weekly column will attract rapidly growing numbers enjoying this popular pastime. New guide for the veteran family tree climber and the beginner. Reasonable low rates. Box 120, Editor & Publisher.

### HUMOR

"GEE WHIZ, BOSS"—Weekly humor feature by Eleanor Harris, nation's funniest gal. Hilarious account of swining secretary who sees all bosses as husband material and all husbands as immaterial. Now in 21 newspapers. Samples: Eleanor Harris, c/o Miami Review, P.O. Box 589, Miami, Fla.—33101.

### RELIGIOUS

PUBLISHERS and Advertising Managers: After over 40 years of the old "canned" church features, there is now something new and fresh and profitable in this field. Zone 6, 7, and 8 contact F. L. Conway, Box 17, Editor & Publisher.

### TV LOG

WE CAN SUPPLY YOU with a weekly TV Program Log complete with network storylines and movie highlights. Only stations viewed in your area are included. Material is sent to you already typeset in camera-ready veloxes, set 12 pic measure and arrives in your plant at your specified deadline. Our 10 years experience producing complete and accurate TV Logs speaks for itself. Samples and rates. Box 940, Editor & Publisher.

## ANNOUNCEMENTS

### NEWSPAPERS FOR SALE

EXCELLENT \$120,000 gross weekly serving two central Jersey communities. Offset printed. Fine staff. Box 102, Editor & Publisher.

AREA 3 WEEKLY, gross \$80,000 plus, profitable, long established, respected, in fast growing market. Box 128, Editor & Publisher.

Rocky Mountain Newspapers  
BILL KING ASSOCIATES  
2025 Foothills Rd., Golden, Colo. 80401.  
(303) 279-6345

MOUNTAIN STATE daily, new 2-unit offset press, photocomposing machine, growing area, scenic sportsman's paradise, \$90,000 down, financial references. J. A. Snyder, Newspaper Broker, 2234 E. Romney Dr., Anaheim, Calif. 92806.

WESTERN SLOPE COLORADO offset weekly. Uses central plant. \$11,000 terms. \$2,000 down. Box 1729, Editor & Publisher.

### AVAILABLE

Newspapers, radio, TV, CATV, banks, saving & loans. Write fully:  
J. N. WELLS & COMPANY  
P. O. Box 54 Wheaton, Ill. 60187

WASHINGTON STATE—Bright profitable, growing weekly, captive shopper, gross \$60M plus, letterpress and offset equipped, sell \$59M, health. Box 1404, Editor & Publisher.

## NEWSPAPERS WANTED

EXPERIENCED NEWSPAPERMEN would like to acquire several weeklies in Zone 4. If you have one for sale, write to Box 87, Editor & Publisher.

LARGE NEWSPAPER owner wants to add small to medium paper up to \$9 million cash if seller prefers cash. In complete confidence. Deal direct. Box 9, Editor & Publisher.

WEEKLY NEWSPAPER Zone 6. Prefer offset, contract printing. Write Al Ward, Box 973, Norman, Okla. 73069.

COUPLE wishes to purchase small weekly. We have money, much experience. What do you have? J. Saunders, 2006 Glen Ross Rd., Silver Spring, Md. 20910.

TALK TO OUR GROUP of dedicated newspapermen about your newspaper. We're small (4 dailies, 5 weeklies) and have excellent credit and reputation. Interested primarily in dailies, minimum \$300,000 gross. E&P chart Areas 8, 4, or 6. Reply to Box 101, Editor & Publisher.

LET US HELP YOU get top price for your newspaper. Newspaper Service Co., P.O. Dr. 12428, Panama City, Fla.

SMALL WEEKLY wanted in Zones 1,2,5 or 9. James A. Horsley, 9 Glorietta Court, Orinda, Calif. 94563.

YOUNG PRO seeks weekly or small daily management with gradual buyout chance. Experienced in advertising, news, photo. J-degree, married. Short on cash, long on ideas, hustle. Box 126, Editor & Publisher.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.

DIXIE NEWSPAPERS, INC.  
P.O. Box 490, Gadsden, Ala.—35902  
Ph: (205) 546-3366

## MACHINERY & SUPPLIES

### COMPOSING ROOM

LINOTRON MODEL 505C (computer model) complete with grids, fonts, and spare parts. Installed late 1971. Inspect while still in operation. Complete maintenance log available. Excellent condition—excellent savings! For further information contact: Inland Newspaper Machinery Corporation, 1720 Cherry Street, Kansas City, Mo. 64108. (816) 221-9060.

2 PHOTON 560's, perfect condition, 4 discs, best offer. Press Publications, 112 S. York St., Elmhurst, Ill. (312) 834-0900.

## Schaefer WAXER

FOR  
SPEEDY PHOTOCOMPOSITION



9"—14"—20" Wide  
Smoothly waxes proofs, newspaper, overlays & film. No wavy ridges, dry areas, wax oozes at edges or wax bleedthrough. Clean printing. Practical. Convenient.  
Calibrated dual coating control. Accurate calibrated thermostat.

## Schaefer Machine Co., Inc.

Boston Post Road  
CLINTON, CONN. 06413  
Telephone: (203) 669-6000

JUSTAPE COMPUTER, serial #2265, autophen, wire service converter, bi-directional reader, 713 format control kit, spare parts kit, excellent condition. Original cost \$32,000. Make offer to Ron Linden, Observer-Dispatch, 221 Oriskany Pl., Utica, N.Y. 13501. Call (315) 797-1111.

JUSTOWRITERS, rebuilt by Friden trained personnel. Large selection of type styles. Flexowriters—Input units for computers. FHN Business Products, 1500 Kings Highway, Cherry Hill, N.J.—08034 (AC 609) 428-3223

PHOTON 513  
12 lenses, 2 discs, high speed leading unit. This is a reverse reading machine. Will sell for best offer before February 1, 1973.

George Knight  
National Business Services, Inc.  
Second and Clearview Ave.  
Trevose, Pa. 19047  
(215) 355-5800

COMPUGRAPHIC MODEL 2961TL—factory reconditioned, installed and guaranteed. Available now at good savings. For further information contact: Inland Newspaper Machinery Corporation, 1720 Cherry Street, Kansas City, Mo. 64108. (816) 221-9060.

ALL PRICED TO SELL Immediately—Econolith Plate Maker, standard; Tele-type setter ATF 8 and 10 pt.; Proof Dryer, standard size; Schaefer large waxer pw 752 model; Arkay F 186 Print Dryer; Model 720 Headliner. Write P.O. Box 423, West Haven, Conn. 06516, or phone (203) 933-1000.

ALL MODELS  
Linotypes—Intertypes—Ludlows  
PRINTCRAFT REPRESENTATIVES  
136 Church Street, N.Y., N.Y. 10007

## ANNOUNCEMENTS BUSINESS OPPORTUNITIES

### MAGAZINE SEMI-ANNUAL REQUIRES CAPITAL

Subscription orders (throughout North America) in excess of 3 million per issue. BPA audit applied for. Immune to postal increases, with unlimited expansion potential. Highly efficient low-cost operation. Exceptionally high profit margin expected. Completely ready for press. \$100,000 required from investor. Contact (914) 375-0555.

## NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

## NEWSPAPER BROKERS

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

LEN FEIGNER AGENCY  
Box 189, Mount Pleasant, Mich. 48858.

Negotiations for sales, purchasing, appraising of newspapers our business.

CLARENCE W. TABB & ASSO.,  
6614 Rutgers Street  
Houston, Texas 77005  
Ph (713) 664-9414

The DIAL Agency, 1503 Nazareth, Kalamazoo, Mich. 49001. Ph: 349-7422. "America's No. 1 Newspaper Broker."

## ANNOUNCEMENTS NEWSPAPER BROKERS

JOSEPH A. SNYDER, BROKER  
Western, Mid-Western Newspapers  
2234 E. Romney, Anaheim, Cal. 92806

ROBERT N. BOLITHO, newspapers, magazines; appraisals, consulting. Krehbiel-Bolitho Newspaper Service, Box 133, Emporia, Kans. (316) 342-5280.

SYD S. GOULD ASSOCIATES  
"the broker with instant buyers"  
SALES, SERVICES, MANAGEMENT  
134 S. Panama St. P.O. Box 7267  
Montgomery, Ala. (205) 262-2411

CONFIDENTIAL NEGOTIATIONS  
for purchase and sale of  
Daily Newspapers Weekly  
in Eastern states

W. B. GRIMES & CO.  
National Press Building  
Washington, D.C. 20004  
(202) National 8-1133

BILL MATTHEW COMPANY  
Conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 day-time; (813) 735-8053 nights; or write Box 3364 Clearwater Beach, Florida 33515. No obligation, of course.

MEL HODELL, Broker  
Sales-Appraisals-Consultation  
1388 N. Euclid, Upland, Calif. 91786

ALAN G. LEWIS, Broker, now listing over 200 buyers looking for your daily or top weekly. Ridge Road, Hardwick, Mass. 01037. (413) 477-6659.

## CLASSIFIED

### Advertising Rates

#### "POSITIONS WANTED"

(Payable with order)

4-weeks .....\$1.10 per line, per issue  
3-weeks .....\$1.20 per line, per issue  
2-weeks .....\$1.30 per line, per issue  
1-week .....\$1.40 per line.

Count 5 average words per line  
or 38 characters and/or spaces  
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and  
count as an additional line in your copy.

Air-mail service on box numbers also  
available at \$1.00 extra

Do not send irreplaceable clippings,  
etc. in response to 'help wanted'  
advertisements until direct request is  
made for them. E&P cannot be re-  
sponsible for their return.

#### "ALL OTHER CLASSIFICATIONS"

(Remittance should accompany clas-  
sified copy when submitted unless  
credit has been established.)

4-weeks .....\$1.60 per line, per issue  
3-weeks .....\$1.70 per line, per issue  
2-weeks .....\$1.80 per line, per issue  
1-week .....\$1.90 per line.

Count 5 average words per line  
or 38 characters and/or spaces  
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and  
count as an additional line in your copy.

Air-mail service on box numbers also  
available at \$1.00 extra.

PLEASE INDICATE EXACT CLASSI-  
FICATION IN WHICH AD IS TO  
APPEAR.

#### DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts  
or other decorations, changes your classi-  
fied ad to display. The rate for display-  
classified is \$3.45 per agate line—\$48.30  
per column inch minimum space.

#### WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York Time

Box numbers, which are mailed each day  
as they are received, are valid for 1-year.

### Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022  
(212) 752-7050

## MACHINERY & SUPPLIES COMPOSING ROOM

COMPUGRAPHIC MODEL 4961TL and  
Model 7200 Headliner—factory recondi-  
tioned, installed and guaranteed. Sav-  
ings up to \$2,000. Immediate shipment.  
For further information contact: In-  
land Newspaper Machinery Corpora-  
tion, 1720 Cherry Street, Kansas City,  
Mo. 64108. (816) 221-9060.

FOR SALE—PHOTON 560. Two disc  
with duplicates, twelve sizes—6, 8, 10,  
12, 14, 18; 24, 30, 36, 48, 60, 72. Can  
be seen in operation now.

INTERTYPES—Three G-4-4's, one F-4-  
4, one F-4. All in good condition. EL-  
ROD—Model F, gas pot.

REMELT FURNACE—Gas, 2400  
pound, Dumperin Power Lift.

WANTED TO BUY—Small paper cut-  
ter.

Contact: John Brooks  
Newark Advocate  
25 West Main St.  
Newark, Ohio 43055  
Ph: (614) 345-4053

COMPUWRITER in new condition,  
less than one year old. Complete with  
spare parts kit and 20 fonts, all acces-  
sories. Save one-third. Dismar: (215)  
425-6900 or (212) 966-5562.

WHO NEEDS TURTLES? You do if  
you don't use jmSpacemakers. 3444  
Country Club Dr., Medina, Ohio 44256.

JUSTOWRITERS—Large selection of  
excellent trade-ins, for rent-lease, or  
for sale easy terms. NAPSCO, Berlin,  
Wisc., and 18 W 22 N.Y.C. 10010

#### ENCRAVING

ELGRAMA PHOTO-LATHE Type-GA,  
Serial 208. In good workable condition.  
No reasonable offer refused. NOLAN-  
JAMPOL INC., Rome, N.Y. (315)  
336-3100.

#### MAILROOM

## TRADE INS

Used Mueller EM10 news-  
paper inserting machine with  
2 insert stations. Used for  
less than 2 years.

Used Didde-Glaser newspaper  
inserting machine with 2 in-  
sert stations.

**Hans Mueller Corp.**

72 Jericho Turnpike

Mineola, N.Y. 11501

(516) 741-1380

#### MATERIAL FOR SALE

SAVE MONEY on Headliner paper and  
litho films. Order from Nat'l. Publish-  
ers' Supply (NAPSCO), Berlin, Wisc.,  
and 18 W. 22 St., N.Y., N.Y. 10010.

#### MISCELLANEOUS

#### To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box num-  
ber given in the ad to Editor &  
Publisher, 850 Third Avenue, New  
York, N.Y. 10022.

Please be selective in the number of  
clips submitted in response to an ad.  
Include only material which can be  
forwarded in a large manilla en-  
velope.

Editor & Publisher is not responsible  
for the return of any material sub-  
mitted to its advertisers. Therefore,  
we suggest that you never send ir-  
replaceable material.

Thank you.

## MACHINERY & SUPPLIES MISCELLANEOUS

HAMMOND FACTORY REBUILT  
Model TG-36 Automatic ThinType  
Glier \$1000; Model S-8 PlateShaver  
\$1500. Call Fred Krafft or Alex Ervin,  
(616) 345-7151.

#### GOING OUT OF BUSINESS!

FOR SALE: Compugraphic 4961,  
spare parts kit, 7 fonts with plugs.  
Compugraphic 7200, spare parts kit, 9  
fonts, 2 Compuerfs with stands, tape  
winder, Kodak daylight processor, Stat  
King, plus desks and chairs. Will ne-  
gotiate. Call (203) 255-4561 or write P.O.  
Box 417, Fairfield, Conn. 06430.

COMPLETE newspaper letterpress  
equipment now available. All or part,  
make offer. Jack Lander, Kansan,  
Newton, Kans. 67114. (316) 283-1500.

#### PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our  
same prices—lowest in U.S.A. All  
colors. Top quality.

Call or write:

PORTAGE (216) 929-4455  
Box 5500, Akron, Ohio 44313

#### PRESSES & MACHINERY

"LIKE NEW" CAN BE CONVERTED  
TO LETTER-FLEX. 20-page GOSS  
unit tubular 22 3/4" cut off with CLINE  
CONTROLS, 50hp and 5hp motors.  
Complete with curved plate caster and  
furnace. Flat caster and furnace.  
Curved router. Curved shaver. GOSS  
MAT former. 1800 gallon ink storage  
tank with pump and piping to each  
fountain. Can be seen in operation.  
Reason for sale, converted to offset.  
For information call (312) 671-2633,  
ask for Ed.

GOSS SUBURBAN 4 and 5 units.  
COTTRELL 10 unit V-22, 2 fold-  
ers and drive.  
COTTRELL 6 unit V-22, 1964.  
COTTRELL 3 unit V-15.  
FAIRCHILD COLOR KING, new  
1969, 4 units with imprinter, heavy  
duty jaw folder. Like-new.

URBANITE QUARTER FOLDER  
—Will guarantee, like new. Also  
COLLE Model 106 quarter do-  
parallel folder with cross per-  
forator, new in 1968.

3 UNIT MERGENTHALER PACER  
6 years old. Priced reasonably.

IPEC, Inc.

401 N. Leavitt Street,  
Chicago, Illinois 60612  
Phone: (312) 738-1200

#### A REAL BARGAIN

4 unit Goss HSLC No. 1506 Press.  
22 3/4" cutoff—60" wide rolls, 2 separate  
drive systems and controls: Cutler-  
Hammer 100 HP. AC motor and Cline-  
Westinghouse 100 HP. AC motor. Tom  
Adams, Lexington Herald-Leader, Lex-  
ington, Ky. (606) 254-6666.

USED 1968 NEWS KING UNIT, \$12.-  
500. 3 unit News King press. Units  
brand new, folder used, \$50,000. N.J.  
Babb (803) 583-5791.

#### WEB PRESS TRADE-INS

II News King, 1966, Excellent	\$29,000.00
II Cottrell V15A, Exceptional, 1968	32,000.00
III Cottrell, V15A, 1969, A-1	44,000.00
II V15, 22 1/2"x36", 1961, gear converted, top condition	20,000.00
IV Color King, 1966, reconditioned	65,000.00

All machines carry six months war-  
ranty. Price includes installation and  
instruction. Send for your free Econ-  
O-Web brochure. Color Decks. Per-  
forator Presses, 4-Color CIC units. All  
designed and manufactured by:

WEB PRESS CORPORATION  
200 S.W. Michigan Street  
Seattle, Washington 98106  
Call Tim York (206) 762-6770

## MACHINERY & SUPPLIES PRESSES & MACHINERY

1967 COLOR KING—5 units, 5 roll  
stands, folder, warden, compressor,  
hoist, extras. Offset Printing Inc.,  
685 Laurence St., Lowell, Mass.

2 UNIT ATS WEB OFFSET NEWS-  
PAPER PRESS. HAMILTON NEWELL  
PRINTING CO., AMHERST, MASS.

## AVAILABLE FOR SALE EARLY 1974

## ONE SCOTT-VICKERS DOUBLE WIDTH LETTERPRESS NEWSPAPER PRESS Complete with drive.

Cut-off	26-5/16"
Plate thickness	9/16"
Maximum web-width	70"

Press comprises 5 Units, (two  
reversible), late news device  
and double folder.  
Installed 1962.

#### Also available:

## ONE SENIORMATIC AUTOPLATE CASTER AND ONE FOUR PLATE STEREO ROUTER

#### Enquiries to:

The General Manager,  
Bristol United Press Limited,  
Silver Street,  
Bristol 1,  
England

#### WANTED TO BUY

3 USED GOSS MARK II, or later  
units. Contact Tom Adams, Lexington  
Herald-Leader, Lexington, Ky. (606)  
254-6666.



## MACHINERY & SUPPLIES

### WANTED TO BUY

COLOR HUMPS or complete COLOR UNITS for Hoe straight-pattern double-width press, 22-3/4" cut-off, 60° stagger, either impression. Need ink rails, etc., also. Box 1646, Editor and Publisher.

WOOD SUPERMATIC with tenion miller, 23 1/2" cut-off. Write, George Oxford, Box 8483, Boise, Idaho 83707.

ONE COMPUGRAPHIC MODEL 7200. Need delivery within 30 days. Box 131, Editor & Publisher.

WE ARE LOOKING for some good used conveyor equipment (Jampol or similar) for our new mail room. We need about 20-25 feet of straight horizontal conveyor, using either rollers or belt. Contact J. F. Bertram, c/o The Times, Geneva, N. Y. 14456.

## NEWSPAPER SERVICES

### PRESS ENGINEERS

#### INSTALLATIONS & MOVING

Special equipment, designed or built. Equipment available for sale.

Paul F. Bird  
P.O. Box 1027  
Sanford, Fla. 32771  
(305) 668-5034

Newspaper Press Installations  
MOVING—REPAIRING—TRUCKING  
Expert Service—World Wide  
SKIDMORE AND MASON, INC.  
1 Sherman Avenue  
Jersey City, N.J.—07307  
(201) 659-6888

### PRESS TIME AVAILABLE

PRESS-TIME AVAILABLE — Offset Press capable of printing 24 standard or 48 tabloid pages. Contact Bob Schultz (201) 647-1180, Recorder Publishing Co., Stirling, N. J. 07980.

#### PRIME TIME AVAILABLE NOW

Six unit Urbanite (96-tab, 48 standard pages) in new plant just off Jersey Turnpike Exit 9, Call Bill Canino, Sentinel Newspapers, (201) 254-7000.

## Help Wanted...

### ACADEMIC

UNIVERSITY PROFESSOR to teach newspaper writing and editing plus grad courses in Mass Communication Department at large public Midwestern metropolitan university. Must have PhD or near and professional experience. Send resume. Box 115, Editor & Publisher.

### ADMINISTRATIVE

## LABOR RELATIONS

Immediate opportunity for individual with 5 to 8 years experience in Labor Relations administration and negotiation of contracts. Large mid-Atlantic publisher prefers person with graduate degree in related field or law degree, but experience is most important. This is an outstanding opportunity with potential for future growth. Send resume including salary history and requirements to Box 100, Editor & Publisher.

## HELP WANTED

### ACADEMIC

TEACHING ASSISTANTSHIPS available in graduate program in journalism offering MA in journalism, Ph.D. in mass media. Applicants with news experience in newspapers or broadcasting especially desirable. Special consideration given minorities. Write Chairman, Graduate Affairs Committee, School of Journalism, Michigan State University, East Lansing, Michigan 48823.

### ADMINISTRATIVE

PRODUCTION MANAGER is the job title, but duties require involvement in a broad range of newspaper activities on a medium size New England daily. If you have hot metal experience, press stereo savvy and labor experience, as well as purchasing, this is a desirable situation in which to grow into greater responsibilities. Send resume and salary requirements to Box 137, Editor & Publisher.

EXCEPTIONAL GENERAL MANAGER opportunity with medium sized daily in Zone 5. We are one of the fastest growing groups in the country with one of the youngest management teams in the business. If you are currently a General Manager or Advertising Manager with aggressiveness and knowledge and would like to make \$50,000 per year, send resume to Box 65, Editor & Publisher.

EXECUTIVE Vice President and General Manager for large metropolitan newspaper with daily circulation in excess of 200,000. Here's a once-in-a-lifetime opportunity for a dynamic executive interested in joining a family-owned newspaper with expansion possibilities. Individual potential as important as experience. Salary range, \$75,000 to \$100,000. Send resume in complete confidence to Dr. White, Management Consultant, Box 1924, Editor & Publisher.

### LABOR RELATIONS

Number 2 person with some newspaper bargaining and grievance experience. We are seeking person to join a young aggressive management team in Ohio. Will be responsible for contract negotiations and day to day grievances. Excellent benefits and fine opportunity for growth. Salary commensurate with experience. Send salary requirements and complete resume to Box 28, Editor & Publisher.

IMMEDIATE OPENINGS nationwide for General Managers, Advertising Managers and Advertising Salesmen in small, medium and large market dailies. Salary range is \$25,000 to \$100,000. Send resume to Dr. White, Box 60, Editor & Publisher. There is no fee, all replies will be acknowledged.

PRODUCTION MANAGER—Our production manager is nearing retirement age. Opportunity for person who could handle union shop through period of new equipment transition. Recently went cold type. Will be part of management team on this Area 1 daily of 35,000. Send salary requirements and complete resume in confidence to Box 129, Editor & Publisher.

## HELP WANTED

### ARTISTS

ART DIRECTOR for national entertainment magazine. Must be diplomatic, cheerful and able to work under pressure. Excellent opportunity. Call Mr. Ford at (212) PL 2-6677 between 10:15 and 4:15.

### CIRCULATION

CIRCULATION MANAGER to run large scale saturation home delivery program in Zone 2. Salary \$25,000+. Please send all information in first letter. Box 1936, Editor & Publisher.

EXPERIENCED sales-oriented circulation district managers needed for progressive, 7-day Midwestern newspaper. Excellent opportunity, benefits, salary up to \$11,000 for circulator showing results. Send complete resume to Box 1929, Editor & Publisher.

### CITY CIRCULATION MANAGER

Growing M-E-S in Midwest is looking for an experienced, aggressive circulator to take charge of city distribution. Should know district manager and independent dealer operation. Start at \$12,000 plus fringes. Immediate opening. Box 35, Editor & Publisher.

ZONE 4 PM daily has immediate opening for CIRCULATION MANAGER — "Ground floor" opportunity; 105 year old County Seat newspaper has been daily since May, 1971. Located in city of 22,500 adjacent to University. Public School system is strong academically — good environment to rear family. Within hours drive of metro city. Experienced, aggressive person of good character desired. Salary is open, opportunity unlimited. Send complete resume to Box 82, Editor & Publisher.

### AREA MANAGER

Aggressive circulator with the ability to increase sales and motivate 9 district managers. Only person with ideas and desire to progress with our organization should apply. Zone 1, Box 71, Editor & Publisher.

SMALL SEMI-WEEKLY in Area 6 (Louisiana) is going daily in February 1973. This will be a 5 day PM operation. Experience as assistant circulation manager or district manager a must. This is a chance to grow with a well financed aggressive newspaper group. Send complete resume and salary requirements to Box 24, Editor & Publisher.

TWO EXPERIENCED circulation men, 1 for newspaper boy operation and 1 for adult motor routes. Growing, expanding morning and Sunday newspaper offers recognition in keeping with your ability. \$185 per week plus unusual profitable bonus arrangement. All fringes paid. Blue Cross for family, life insurance, retirement and vacation up to 4 weeks. Car furnished for business and personal use. Nice area on East Coast. Furnish complete details, personal and past experience. Box 35, Editor & Publisher.

### CLASSIFIED ADVERTISING

## HELP WANTED

### CIRCULATION

SALES REPRESENTATIVE—This is an unusual opportunity for someone who wants to make a break for expanded opportunity and greater financial rewards. We are a national sales organization serving circulation departments. If you are an aggressive self-starter and like to talk "shop", let's meet. Position pays salary, commissions and full expenses and requires traveling in Chart Area 3 and 4. Box 83, Editor & Publisher.

### CIRCULATION MANAGER

Here's your chance to join a young aggressive management team in Aiken, South Carolina. If you are young, 25 to 35 preferably, and willing to work hard we have the future you are looking for. Experience is desirable but not necessary, we will train the right person. Send complete resume including salary expectations to the Aiken Standard, Attention S.A. Cothern, P.O. Box 456, Aiken, S. C. 29801.

CIRCULATION MANAGER for medium sized metro daily/Sunday in chart Area 3. Strong emphasis on sales in RTZ and AO. Must be analytical, aggressive and have good track record. Challenge and excellent growth potential. Send letter and resume in confidence to Box 105, Editor & Publisher.

CIRCULATION MANAGER for growing northwest Chicago suburban group. Will organize own department and build carrier system from ground up. Competitive salary paid to experienced energetic person ready to tackle challenge. Send resume to Box 104, Editor & Publisher.

CIRCULATION MANAGER — Experienced—growth area—evening paper with 350+ Junior Merchants. Must be promotionally minded. Salary open. Excellent fringe benefits. Resume to William A. Bean, Nashua Telegraph, 60 Main, Nashua, N.H. 03060.

DISTRICT MANAGER — Aggressive, growing suburban paper, excellent advancement opportunity, top salary + bonus + car allowance. Chance of a lifetime. Full details first letter. Write Box 133, Editor & Publisher.

### CLASSIFIED ADVERTISING

#### CLASSIFIED OUTSIDE SALES MANAGER

Join the classified management of one of Florida's top metropolitan dailies. We're expanding to lend management muscle to our burgeoning classified sales team.

You'll lead the sales efforts of 10 salesmen, with opportunity for additional responsibilities later.

Start with low 5 figure salary, plus bonus plan and unmatched benefit package. Earnings will grow as you grow.

If you're a successful salesman with ambitions for management or a manager with a smaller paper, then this is your chance to grab the brass ring. Write full resume to Box 90, Editor & Publisher.

## WANTED ASSISTANT CLASSIFIED MANAGER who wants to step up.

You could be classified manager or assistant manager right now on a smaller daily. If you're the right person we can promise you a bright future with the progressive Syracuse Newspapers. Our classified selling staff of 35 sold 10,340,271 lines in '72—a gain of 1,182,336 lines. A future retirement could pave the way for further progress.

All replies confidential. Write:

Robert Hennessey

Advertising Director

Syracuse Newspapers

Syracuse, New York 13201

Or see me personally at the INAE convention January 21-24.

## HELP WANTED

### CLASSIFIED ADVERTISING

## CLASSIFIED ADVERTISING MANAGER

Perhaps the finest classified manager's position in any Northeastern newspaper. A promotion makes this opening possible. The candidate we seek must have the minimum of ten years experience in classified advertising with at least five years in progressively more responsible supervisory positions. Proven ability to manage and to motivate are both essential. Current circulation is in excess of 200,000. Modern facilities, excellent market, a great opportunity for growth, but, you must have a past record of success in classified.

Send resume or complete letter describing experience and career goals, plus salary history to:

**Box 111, Editor & Publisher**

## HELP WANTED

### CLASSIFIED ADVERTISING

## DISPLAY ADVERTISING

### RETAIL ADVERTISING MANAGER

Competitive medium size daily in northern New Jersey seeks hard-hitting professional with disciplined knowledge of display advertising copy, layout, sales presentation and administration. Leadership experience essential. \$16,500 starting salary plus excellent company benefits. Opportunity for advancement. Send resume and references. Your reply will be kept confidential if you wish. Box 31, Editor & Publisher.

### DISPLAY ADVERTISING COUNSELOR

Want a challenge and a job? You can have both if you have—  
—successful ad sales experience  
—go-get-um drive  
—enthusiasm  
—an out-going interest in people  
—determination to succeed.

We are a 6-afternoon offset paper with 18,000 circulation in a friendly city of 35,000 people. Our area is experiencing unusually rapid growth.

Salary and bonus commensurate with ability, plus excellent fringe benefits. If you'd like to come and grow with one of the Southeast's most progressive newspapers, please contact Tony Manuel or Roger Sovke, Evening Herald, P.O. Box 11707, Rock Hill, S.C. 29730. Phone (803) 327-7161.

**ZONE 5 DAILY** needs Advertising Manager with General Management capabilities. Current Manager will be retiring in the next 2 years. Are you ready for a move up in income and position? If so, we should talk. \$35,000 plus incentive and stock options. Send resume to Box 70, Editor & Publisher.

**CHICAGO**—Here is your opportunity to join the General Advertising Department of one of America's finest newspapers. Rapid advancement possible for candidate with management potential. Starting income middle 20's. Resume to Box 55, Editor & Publisher.

**FASTEST GROWING DAILY** in Southwest Florida needs real pro display salesman, self-motivated, good layouts. Most beautiful city in Florida, situated directly on the Gulf. Write full details and financial requirements. Ted Hanauer, Retail Ad Manager, Naples Daily News, 1075 Central Ave., Naples, Fla. 33940.

**WE CAN SHOW YOU AT LEAST \$40,000 PER YEAR INCOME** within 3 years, if you have a college degree, a high energy level and learn quickly. All people in our company are under 35 years of age and currently making \$40,000 per year plus. We feel we offer the best income potential in the country with limited travel and full benefits. If you have any newspaper sales experience, send resume to Box 50, Editor & Publisher.

**MODERN (NEW PLANT)** offset 13,500 daily has opening for display salesman with some experience. Mileage and excellent benefits. Good starting salary, great place to live. Resume to D. W. Sprague, Ad Director, The Transcript, North Adams, Mass. 02147.

## HELP WANTED

### DISPLAY ADVERTISING

**GENERAL ADVERTISING MANAGER** wanted for Michigan Metro Daily. The person we need has a degree and is currently Advertising Manager or Advertising Account Representative ready to move up. If you have an outstanding record of success and would enjoy the \$40,000 income level and opportunity for equity, send resume to Box 41, Editor & Publisher.

## EDITORIAL

### COPY EDITORS

The Chicago Sun-Times, the city's growing morning newspaper, is seeking experienced copy editors with potential for growth and greater opportunities. Top salary and fringes. Please send complete resume and salary requirements in confidence to:

Mr. Ralph Ulrich  
Chief Copy Editor  
The Chicago Sun-Times  
401 N. Wabash  
Chicago, Ill. 60611

## NEWS EDITOR

If you have had some experience in editing wire copy, enjoy formatting Page 1 and other pages, and would consider associating with an interesting newspaper, let us hear from you. We're in Zone 5, our circulation is under 40,000. Box 32, Editor & Publisher.

### EDITOR

Morning newspaper in Zone 5, over 50,000 circulation, is looking for an aggressive and creative Editor. The person we are seeking may be the managing editor, city editor or news editor on a comparable or larger newspaper and must be comfortable with a conservative political philosophy while dedicated to unbiased, accurate and balanced reporting. Salary commensurate with background and experience. Excellent benefits. Replies will be held in strict confidence. Box 13, Editor & Publisher.

**COPY EDITOR**—Two years desk experience required. General news or financial background preferred. Write: John Woolley, Business Editor, Detroit Free Press, 321 W. Lafayette, Detroit, Mich. 48231.

### HEADED FOR THE TOP?

**Yellowstone Newspapers**—Two dailies, a semi-weekly and a weekly serving fabled Yellowstone River basin—need reporter-editor to train for executive position. Owners offer go-getter Big Sky fringes of pure air, pure trout waters, pure outdoor pleasure of the Yellowstone—the Land That's Still Young. Write Paul Husted, Box 665, Livingston, Mont. 59047.

**CONNECTICUT'S FASTEST GROWING** afternoon daily has immediate openings for first class deskman, general assignment reporter and sports writer. Heavy experience a must. Magazine supplement experience preferred but not essential. Opportunity to grow with a rapidly expanding news-oriented organization. Resume and clips to Box 68, Editor & Publisher.

## A challenging opportunity...

as an editor and publisher of a weekly paper in northern Maine to run the entire operation. Part of a small group of weeklies. Salary commensurate with experience. Write General Manager, Northeast Publishing Company, P.O. Box 510, Presque Isle, Maine 04769.

An Equal Opportunity Employer

## HELP WANTED

### EDITORIAL

**RHODE ISLAND OFFSET WEEKLY** wants editor who will concentrate on hard news while supervising staff of 4 in lively area offering many challenges, including solid daily competition. We're a young group offering good salary and benefits plus excellent professional growth potential. Box 84, Editor & Publisher.

**MANAGING EDITOR** to edit growing Catholic diocesan weekly in booming Pacific island, where America's Day begins. Experienced in Catholic newspaper management preferred but not mandatory. Write to Umatuna, Box 125, Aqana, Guam 96910.

### CITY EDITOR

If you're energetic, aggressive and have mature news judgment even though your career is still ascending, and if you can inspire, lead and work well with a young staff destined to achieve the best local news coverage in our semi-metropolitan area, contact us immediately. You'll never regret it. Box 91, Editor & Publisher.

**EDITOR** for national entertainment magazine. Must be diplomatic, cheerful and able to work under pressure. Knowledge of how to boost newsstand sales is essential. Excellent opportunity. Call Mr. Ford at (212) PL 2-6677 between 10:15 and 4:15.

**STRINGERS** needed for national library news magazine to provide news of library events in U.S. and Canada. Good pay. Send background, writing sample to Box 52, Editor & Publisher.

**FULL TIME SPORTS WRITERS** wanted for fast growing PM daily in Zone two. Good salary, fringe benefits, working conditions. Prefer experience but will consider talented beginner. Write fully, Box 1920, Editor & Publisher.

## SUBURBAN REPORTER

One of the nation's most respected newspaper groups is seeking young reporters with a future to work on its suburban newspapers in Florida.

The right person will receive an all-around education in newspapering that can be a valuable stepping-stone experience.

Under first-rate editors, you will learn how to report, use a camera, layout pages. Your career will be ahead of you, not behind you. Excellent starting salary, benefits. Box 69, Editor & Publisher.

**REPORTER WANTED**, man or woman, experienced or recent J-school graduate for prize winning Zone 4 semi-weekly. Send snapshot, tell us all and indicate salary expected. Job now open. Box 46, Editor & Publisher.

**GREAT OPPORTUNITY** for smart, gutsy, energetic city hall type reporter. Fun, future, top pay. The Kentucky Post & Times-Star, Covington, Kentucky 41011.

**PERFORMANCE MAGAZINE** is seeking professional journalist with ad experience. Interested send replies to Box 45, Editor & Publisher.

**REPORTERS, DESKMEN** for daily newspapers in E&P Zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

**EDITOR/REPORTER**—Experienced in all facets of reporting, editing and makeup for respected weekly tytemel newsletter with statewide circulation covering Midwest (Zone 5) state capital and legislature. Responsible for political coverage and interpretive reports on wide range of state issues. Send resume, letter, samples and salary requirements to Box 1717, Editor & Publisher.

## HELP WANTED

### CLASSIFIED ADVERTISING

**ODERN (NEW PLANT)** offset 13,500 daily has opening for classified manager. Management knows the value of assified advertising. If you are on staff now with a couple of years experience here's your chance to manage our own staff. Work with aggressive management. Resume to D. W. Sprague, Ad Director, The Transcript, merican Legion Dr., North Adams, ass. 02147.

### CLASSIFIED AD MANAGER

his is a newly created position on aggressive Zone 5, 30,000 daily. Our situation requires a self-starter to sell assified in a market which is totally under-developed as well as to develop rong classified ad department for the future. Salary commensurate with experience and will include bonus. Please nd resume in confidence to Box 38, itor & Publisher. We believe this is marvelous opportunity for the right rson.

## DATA PROCESSING

## WE NEED A SPECIAL KIND OF PROGRAMMER

for Composition Applications

If you have

\* 3 yrs programming experience in 360

ALC

\* knowledge of Digital PDP 8/e OR

IBM 1130

And are production oriented, a self-starter

and creatively inclined

Then you might be our special kind of programmer. You'll enjoy good working conditions and fringe benefits, plus opportunities to work on new concepts in the printing industry. The salary is open

Write **Personnel Office**  
**Southeast Media**  
333 E. Grace St.  
Richmond, Va. 23219

An Equal Opportunity Employer

## DISPLAY ADVERTISING

**VERTISING SALESMEN**, retail nd classified, for daily newspapers in &P Zones 5, 7 and 8. Send complete yperwritten resume, references to land Daily Assn., 100 West Monroe, hicago, Ill. 60603.

### DISPLAY ADVERTISING

isplay advertising salesman with less and ability to sell and service tall accounts is wanted by unusually odern and progressive evening daily. culation 33M, part of a Mid-Nation roup. Excellent starting salary, free edical insurance, profit sharing, free e insurance, Christmas bonus, generous vacations. We prefer married erson under 40. Real opportunity for a atisfying future in a pleasant community for a person with initiative and xperience. Send resume, sample lay-ut and copy with letter to Box 124, ditor & Publisher.

**EDITOR & PUBLISHER** for January 20, 1973



## HELP WANTED EDITORIAL

WE'RE LOOKING for that No. 1 reporter on a small daily who's willing to relocate for more opportunity and a better place to live . . . the experienced writer who has advanced to discovering ways to improve and innovate. We're an established under 50,000 morning daily in an Eastern rural urban area of 300,000 population. Send samples of your best work and a brief statement on what you would like to be doing. Write Box 1912, Editor & Publisher.

SECOND CAREER opportunity offered to experienced newsmen as editor of award-winning 3,600 circulation weekly newspaper in unique Zone 8 mountain town. Good pay, company benefits and job satisfaction. Send resume, references to Box 36, Editor & Publisher.

## PUBLICATIONS EDITOR

Professional writer/editor responsible for publishing one external monthly publication and one quarterly house organ. Must know layout, headline writing, photo cropping, and production. Individual would work in busy public affairs office and be responsible for full coordination with management team in this new position. Three to five years newspaper and house organ experience required. Send resume (samples will be appreciated) to: TRW S.A.C.—One Space Park E2/6080, Redondo Beach, California 90278.

WIRE EDITOR—10,500 PM daily wants person with imagination. Good pay and fringes. Contact Mike Voelley, Editor, Independent Record, Helena, Mont. 59601 or phone (406) 442-7190.

OFFSET WEEKLY, 3,200 paid circulation on Cape Cod, Mass. wants editorial dynamic with new curiosity, able to take charge when editor goes on vacation. Send resume or contact Horatio Rogers Jr., The Register, Box 86, Yarmouth Port, Mass. 02675. Tel. (617) 362-2111.

## REPORTER WANTED

We're an under-50,000 circulation daily newspaper which delivers a prize-winning product afternoons and Sundays because of a skilled staff, with high standards and a production crew using the most modern equipment. A Midwestern reporter with a flair for words, while giving the facts, faces a bright future with us. Computer-driven type setting, full-color photographic equipment, new offset presses and a major renovation of newsroom assures staffers of quality production in pleasant surroundings. Good starting pay plus Christmas bonus, full free life insurance coverage and profit sharing. Write Box 122, Editor & Publisher.

## COPY EDITORS INVESTIGATIVE REPORTER

Anticipated expansion in 1973 will create openings for professionals who want the challenges offered by a respected metropolitan newspaper.

**COPY EDITORS**—A chance to do real editing and accept responsibility. No paragraph hooks; no universal desk; no wire tape; no "that's-the-way-we've-always-done-it-syndrome." Experience required, but not enough to engrain bad habits. BA degree a must.

**INVESTIGATIVE REPORTER**—Slot for a seasoned writer ready for fresh opportunities. 3 to 5 years experience needed in the metropolitan field with demonstrated success in investigative reporting. Write to:

Managing Editor  
The Courier-Journal  
Louisville, Ky. 40202

## HELP WANTED EDITORIAL

**SPORTSWRITER / PHOTOGRAPHER** needed for first rate weekly newspaper. Knowledge of sports, photo processing mandatory. Excellent opportunity for a beginner. Write to John Rouse, Editor, Bowie News, Bowie, Md. 20715.

**GENERAL NEWS-FEATURE writer/reviewer** for Pennsylvania weekly. Excellent opportunity. Must be able to help on sports occasionally. Recent journalism graduate with some experience desired. Pennsylvania preferred. Send resume, references, and salary requirements to Box 127, Editor and Publisher.

**SPORTS WRITER** who has 1 to 3 years experience, knowledge of and interest in sports, ability to edit copy, write headlines and makeup pages. Applicant should use good grammar, be a good speller, be neat in appearance and must have automobile. You'll work in a large modern newspaper located on the South Atlantic Coast. Zone 4 applicants preferred. Paid vacation, sick leave, hospital and life insurance, and retirement program. Send resume, writing samples and salary requirements to Box 132, Editor & Publisher.

## EDITORIALLY SPEAKING . . .

We need 2 challenge-seeking people who can hit the deck running and produce in Zone 5.

**WIRE EDITOR**—Strong in copy editing, news judgment and layout with an interest in the latest technical processes. Some supervision experience helpful. \$10,500+ to start, depending on qualifications and experience.

**REPORTER**—For general assignment, with Journalism degree or equivalent and newspaper experience. Salary based on qualifications and experience.

**INTERESTED?** For good growth opportunities and a full range of company benefits, send resume and salary expectations to Box 130, Editor & Publisher.

**MAJOR METRO DAILY** in Zone 2 seeks assistant city editor who can direct strong reporting staff and produce professional local pages. Must have solid experience as a reporter and clear potential for advancement. Minimum experience 5 years beyond college.

Position offers immediate challenge opportunity to grow within a metropolitan paper group. Competitive starting salary, excellent fringe benefits.

Send resume and salary requirements to Box 121, Editor & Publisher.

**REPORTER/EDITOR** for Pennsylvania small daily. First priority is solid news and analysis stories, photos to illustrate. Must be adept with wire, layout, camera and dark room, responsible to supervise offset production. Good No. 2 slot for the right person with right experience. Great place to live. Immediate opening. Send references, samples, resume, indicate abilities. Contact Ned Frear, Bedford Gazette, (614) 623-1151.

## EDITOR

New newspaper in field looking for an innovator who can build a staff, handle entire editorial responsibility. We want a crackerjack who will thrive on the pressure and excitement associated with developing a major publication. Candidates should have law degree, newspaper background. Long-established, profitable company. N.Y.C. location. Resume to Box 136, Editor & Publisher.

**WIRE EDITOR-MAKEUP** man needed for 9M afternoon daily in growing progressive community. Plant now undergoing modernization for offset. Excellent benefits, salary negotiable. Contact Bob Morrell, Editor, Daily Tifton (Ga.) Gazette.

**OPENINGS IN PENNSYLVANIA.** All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

## HELP WANTED EDITORIAL

**COPYEDITOR/REWRITER** for Pennsylvania weekly. Excellent opportunity. Recent college graduate wanted. Must be strong on grammar, spelling, and editing. Pennsylvania preferred. Send resume, references, and salary requirements to Box 110, Editor & Publisher.

**NEWS EDITOR**—Bright, accurate copy editor and staff motivator for fast growing 28,000 AM 7-day offset in 53,000 Zone 3 city to supervise city, area, copy and proof desks. Resume to Box 95, Editor & Publisher.

## REPORTERS COPY EDITORS

We would like to talk to people who are capable and experienced in handling top news stories, persons who are professionally mature, will merit promotion and have a solid scholastic background. We offer excellent salary with fully paid fringe benefits on a metropolitan paper in a city with many cultural and recreational opportunities. Send full details about yourself and clips to Box 99, Editor & Publisher.

**SAN FRANCISCO** reporter for national electronics publication. News ability primary consideration; technical, financial background helpful. Daily experience essential. Salary to \$13,000. Send resume, samples, references to Box 98, Editor & Publisher.

**EDITOR**—Experienced, for well established, progressive weekly in New Jersey. Good writing skills and knowledge of photography and layout desirable. Box 103, Editor & Publisher.

## FREELANCE

**FREELANCE WRITERS** needed for our expanding detective magazines. We're looking for current, sensational crime from coast-to-coast. You can find a steady market with us if you deliver. Length 3,000 to 5,000. Pay \$100 to \$200. Send completed manuscripts or queries to Dominick A. Merle, Editor, Globe Communications Corp., 1440 St. Catherine St. W., Montreal 107, Quebec.

## LAYOUT/PASTE-UP

**MECHANICAL LAYOUT ARTIST**, experienced in producing camera-ready newspaper advertising layouts with cold-type and repro mat services. Must be capable of volume. Call Mr. Signer (813) 688-8508; or write 913 S. Florida Ave., Lakeland, Fla. 33803.

## MAINTENANCE

## MAINTENANCE DIRECTOR

Area 4 large metropolitan newspaper needs qualified maintenance director to be responsible for the repair and maintenance functions of electrical machinery, air conditioning and all building maintenance. Must be knowledgeable in maintaining production equipment including Superimats, High Speed Goss presses with Finco drives, Cutler Hammer stackers, Sheridan inserting machines and other miscellaneous shop equipment. Some technical training beyond the high school level including electronics training. Salary \$900 per week plus fringe benefits. Confidential replies to Box 81, Editor & Publisher.

## PRESSROOM

### CAPE COD CALLING

Excellent career opportunity on a progressive daily newspaper for a qualified stereotypist-pressman or individual qualified in either skill. Union or eleagle. Goss tubular equipment. Excellent program of benefits. The greatest benefit is year-round living on Cape Cod. For full information contact W. Hubert French, press-stereo foreman, Cape Cod Standard-Times, 319 Main St., Hyannis, Mass. 02601. (617) 775-1200.

## HELP WANTED PRESSROOM

**GOSS URBANITE PRESSMAN**—Fully experienced to lead shift. Highest wages paid plus all fringe benefits. Young, growing plant located in northern New Jersey. Send resume to Box 89, Editor & Publisher.

**GOSS COMMUNITY Pressman** for Boulder, Colorado, commercial plant. Resume to Box 703, Boulder, Colo. (303) 443-3800.

## PRODUCTION

### PRODUCTION MANAGER

Over 200,000 Midwest daily, part of one of America's most successful groups. Looking for experienced, mature leader who is strong in composing room background. Excellent salary, bonus, car furnished, fine pension plan and other benefits. Send resume to Box 1919, Editor & Publisher.

**PRODUCTION MANAGER** for quality conscious daily newspaper in 100-200,000 circulation market. Area 6. Chance for person on way up. Need for exposure to new technology. Confidential. Resume to Box 75, Editor & Publisher.

**ASSISTANT PRODUCTION MANAGER**—South Carolina AM daily 100% cold type Super Quick, experience preferred. Send resume, salary requirements to Box 43, Editor & Publisher.

## PROMOTION

**PROMOTION MANAGER** wanted for Midwest metro daily (over 200,000 circulation). Ability to work with top management and plan long range Public Relations a must. Identity will be protected. Resume and salary requirements to Box 78, Editor & Publisher.

## PROMOTION DIRECTOR

for long established, large circulation, influential, still-growing

## NATIONAL NEWSPAPER MAGAZINE

Creative doer to head small staff handling editorial, circulation and advertising sales promotion, publicity and public relations. Writing skill and experience with newspaper and trade media ad visuals important. New York based. Box 135, Editor & Publisher.

## PUBLIC RELATIONS

**NEWS/FEATURE WRITER** needed to head news service for national, New Jersey-based organization. College degree and solid news reporting and editing experience required. Send resume to Box 117, Editor & Publisher.

## SYNDICATE SALES

WE'RE LOOKING for a person interested in sports who already has access to and reason for, calling on newspaper editors. This is a new and very salable sports feature. If you cover a lot of territory and are interested in selling our feature on a commission basis, Box 47, Editor & Publisher.

## TECHNICAL REPS

## TECHNICAL SERVICE REPRESENTATIVE

Job opportunity for qualified party to assist newsprint sales representatives. Must have background in newspaper production . . . pressroom experience preferred. Send resume and salary requirements to:

ABITBI NEWSPRINT CORP.

P. O. Box 501

1400 N. Woodward Avenue

Birmingham, Mich. 48012

Attention Department 61

Applications handled in strict confidence.



# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## ACADEMIC

**IN JOURNALISM** desires teaching position in either journalism or English, 2 years teaching and 5 years newspaper experience. Resume. Box Editor & Publisher.

## ADMINISTRATIVE

**GENERAL MANAGEMENT**—Highly skilled executive experienced in all phases of group and individual newspaper operations wants to make change. BA, 49, Box 49, Editor & Publisher.

**LABOR COUNSEL**—Industrial Relations Director. Heavy experience last 25 years in company negotiations, contracts, grievances, arbitrations for large and medium papers. Dealt with unions. Educated Journalism, Business Administration, Law. Box 7, Editor & Publisher.

**ACQUISITION** and Development Director. Knows evaluation, markets, objections, amortization programs, management. Want post with large paper, group. Box 8, Editor & Publisher.

**OP SALES REPRESENTATIVE** of major syndicate, mid-40's, intimately familiar with ALL phases of newspaper features, seeks key managerial job with feature syndicate. Box 93, Editor & Publisher.

**PUBLISHER/GENERAL MANAGER** 12,000 to 30,000 daily. 20 years newspaper experience with last 10 in management. Can increase revenue and cut expenses. Letterpress and off-line experienced. Labor negotiations could likely Areas 3, 4, 6 but consider any area. Prefer salary with bonus based on profit performance. Write Box 58, Editor & Publisher.

## CIRCULATION

**PRODUCTIVE**, 20 years EXPERIENCE, and still in early 40's. I have a varied background in all phases of circulation with experience in newspapers from 45,000 to 500,000. Let me and you my resume. Box 19, Editor & Publisher.

**15-YEAR-OLD** supervisor on metro. 15 years experience and 5 years experience as Circulation Manager on all paper. Desires to be Circulation Manager on medium size in Area 6. Box 62, Editor & Publisher.

**CIRCULATION MANAGER**, 14 years experience in all phases. Strong home delivery background, carrier boy, independent adults, wholesalers. Seeks position with small/medium publication. No. 2 position with large publication. Box 74, Editor & Publisher.

**A SUPERIOR CIRCULATOR** quality young man, 27, single. Experience—Weekly saturation conversion, daily M.E.S. from 80 to 400,000. District Manager to Director. Seeks to investigate permanent growth opportunity, solid organization. Reply Box Editor & Publisher.

**MAY BE THE MAN** you are looking for. 20 years productive experience including 8 as head of department. Age 45, family man, college graduate and producer. Box 10, Editor & Publisher.

**CIRCULATION MANAGER**—20 years experience all phases of circulation. Will relocate, prefer Zone 3 or 4. Married, 2 children. Resume upon request. Box 92, Editor & Publisher.

**CIRCULATION DIRECTOR**—Over 20 years home delivery and street sales experience plus saturation programs and contractor sales. No situation exists in large or small newspapers that I haven't handled. Seeking right spot to use this experience. Title unimportant. Box 43, Box 113, Editor & Publisher.

**CLASSIFIED MANAGER** medium size daily seeks position with advancement and growth potential. All locations considered. Several years management experience. Familiar all phases. Confidential. Box 56, Editor & Publisher.

## CLASSIFIED ADVERTISING

**CLASSIFIED MANAGER**—Opportunity wanted by thoroughly experienced executive with 13 years on competitive morning daily of 60,000. Idea man, prize winner, able to work with and handle outside sales staff and phone room. Also has radio management and editorial experience. Complete resume and covering letter on request. Please write E. D. Ramsey, 1002 Lator St., Trenton, N.J. 08610. (609) 393-2824.

## DISPLAY ADVERTISING

**AD MANAGER**, bachelor, 49, BJ, 24 years Southern weeklies, small dailies—9 off. \$200 draw. Areas 3, 4 and 6. Box 1886, Editor & Publisher.

**ADVERTISING DIRECTOR** of 12,000 ABC daily with proven record seeking like or larger challenge in Zone 4. Reply Box 48, Editor & Publisher.

## EDITORIAL

**ENERGETIC, ASPIRING** Sportswriter with BS English, College SID, 4 years pro baseball ump, 6 years in education, solid sports background, seeking spot with daily. Box 73, Editor & Publisher.

**HUSBAND-WIFE TEAM**: now working on 50,000 PM. Husband is slotman, business editor; wife copy editor, fine arts editor. Both young, degreed, dedicated. Box 63, Editor & Publisher.

**LAYOUT/COPY EDITING** or reporting, Zones 5, 7 or 8. Six years experience, MA, some photo. Available March 1. Box 57, Editor & Publisher.

**PAPER folded**, so need sports job now! Experienced at everything; degree; best references. Will relocate—what's your offer? Box 80, Editor & Publisher.

**EXCEPTIONAL CHANCE** for newspaper with high standards to land a talented, young (32), well-educated professional newsmen of varied interests and experience. This dedicated pro has reached that point where he wants to settle down and serve a responsible, progressive paper and its community. Size of paper, pay, of the location are moving up to the desired. This pro to live up to its potential. In return, you get a thoughtful newsmen who can handle virtually everything—deskwork, editing, hard news, political writing, investigative reporting—and who likes decision-making and is capable of moving up rapidly. This pro has sought, and been given, responsibility throughout his career, covering everything from the President to police. He reads widely, especially in journalism, and brings a questioning, fair mind to work every day. He also has a sense of humor. If this fills your bill of needs, write Box 22, Editor & Publisher.

**SLOTMAN** of 50,000 Illinois daily: age 27; BS Economics; fast, innovative, accurate; valuable reporting experience on all paper's major beats; current salary \$250 week. Box 59, Editor & Publisher.

**FEATURES/SPORTS WRITER** seeks relocation Zone 5, 7, 9. BJ-degree. Layout, editing experience. Now on rapidly growing Eastern daily. Prefer daily, rural area, college community. Box 51, Editor & Publisher.

**ENVIRONMENTAL**—GENERAL Assignment reporter 28, with BS in environmental writing, masters in Journalism, camera ability and enthusiasm seeks work on news-oriented daily. Recently separated from Air Force, will consider position in any Zone. Gary Haden, 9½ S. 2nd, Herington, Kans. 67449. (913) 258-2622.

**NEWSWOMAN**, 38, 22 years experience as copy editor and reporter, last 7 years on big city daily, seeks responsible position on medium to large newspaper. Interested in deskwork or challenging reporting-feature job. Box 15, Editor & Publisher.

## EDITORIAL

**INVESTIGATIVE REPORTER**—Theatre, Eskimos, Politics, Communities. Relocate. Box 134, Editor & Publisher.

**TOP EDITOR**—Now with major Public Relations firm. Would consider return to large or medium daily in key position. Best references. Box 85, Editor & Publisher.

**YOUNG (23) REPORTER**, BSJ/MSJ Northwestern with nearly 2 years experience on PM daily covering everything from federal court to movie reviews, cover sports, swing on desk and in amusements/entertainment. Resume, clips on request. Box 1918, Editor & Publisher.

**WANTED: A START!** Bright young J-Grad, 22, seeks reporter job on small-medium paper. Any Zone. Box 116, Editor & Publisher.

**DESIRE:** To find medium sized daily that appreciates talent and ability. Now City Hall, police, court, urban renewal, housing authority reporter for daily. Cover sports, swing on desk and as rural and sports editors. Have written column, editorials. Ex-printer, large daily. Future? Age 28, family man. Box 118, Editor & Publisher.

**EDITOR**—Small daily, semi-weekly, weekly, wire or city. 14 years experience all phases including weekly publication. Zones 3, 4, 6. Box 119, Editor & Publisher.

**EXPERIENCED COMMUNICATOR**, J-School grad (1946) seeks writing, editing or PR post. Prefer Zones 7, 8, 9, 5. Can mail 1-page resume. 740 Alpine, Boulder, Colo. 80302.

**REPORTER ON LARGE METRO** with 5 years experience seeks job leading to assistant city editor, city editor on Florida daily. BA, MA. Box 96, Editor & Publisher.

**TV CRITIC-COLUMNIST** top metro, young, political, astute, witty. Want to relocate. Box 97, Editor & Publisher.

**ASSISTANT CITY EDITOR**, senior feature writer for 100,000 daily seeks reporter/photographer job in Colorado, Utah or Wyoming mountain town. 9 years experience; good photo skills, equipment. Married yet willing to sacrifice \$13,000 a year for scenery. Box 106, Editor & Publisher.

**REPORTER**, 27, ready again for general assignment or sports on daily or weekly. 3 years experience plus degree. Any zone. Box 108, Editor & Publisher.

**NEED A NO. 1 or 2 man** in sports for 5,000 up paper? Hire 10-year metro vet, experienced all phases, move anywhere. Box 109, Editor & Publisher.

## EDITORIAL

**IF YOU VALUE** quality writing as well as quality reporting, and accuracy as well as speed; if you appreciate a reporter who strives to be fair-minded to everyone, notwithstanding his own personal views; if you believe in searching out good news as well as bad news; if you believe in humanizing the news with humor and warmth; if you believe a reporter who likes people has a big edge over the competition, then I hope you'll take the trouble to write. This versatile reporter has worked for a wire-service and several dailies. He's also been an editor, and he's edited and produced newsletters. Salary is secondary to the challenge. Excellent references. Box 112, Editor & Publisher.

**EDITOR**—MA in writing, formerly editorial assistant N.Y. Times, assistant editor New Leader, presently college instructor. First novel just published, editor of literary magazine. Desire editorial position in Los Angeles or San Francisco area. Box 114, Editor & Publisher.

## LIBRARIANS

**LIBRARIAN**, MLS, experienced organizing news libraries, former reporter. Box 125, Editor & Publisher.

## PHOTOGRAPHY

**YOUNG CREATIVE PHOTOGRAPHER** experienced in all areas of news photography seeks position on progressive photo-oriented daily. BS degree and feature a specialty. Resume on request. Zone 8, 9. Box 107, Editor & Publisher.

## PRESSROOM

**PRESS SUPERINTENDENT**—35 years experience all letterpress equipment, 10 years stereotype. Want to relocate. Box 16, Editor & Publisher.

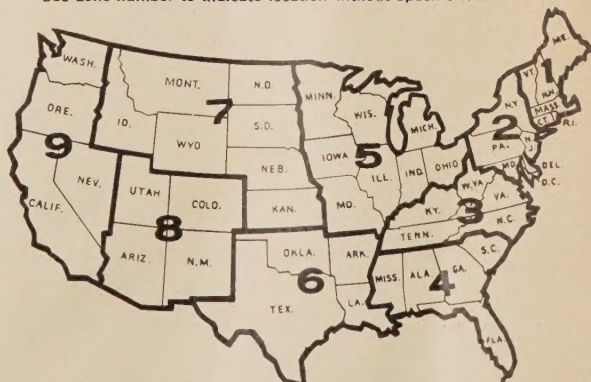
## PUBLIC RELATIONS

**SEASONED PRO** (12 years experience) seeks tough, permanent assignment. Credentials: program creation and execution; media relations; all publications (magazine, etc.); print purchase-production; film-tv production; ad sales-production; compelling writer—all styles; fund raising. Let me bring creative energy to your organization. Box 86, Editor & Publisher.

**YOUNG WOMAN** seeks PR job with college or university. BA, 1 year newspaper experience, reporting plus camera ability. Prefer Florida or Zone 5. Box 67, Editor & Publisher.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification





## National Press Council

Anyone who examined the results of a poll of editors last Fall on their attitudes toward the establishment of "grievance machinery" within the American Society of Newspaper Editors and the organization of outside Press Councils should not have been surprised at the reaction this week of Arthur O. Sulzberger and John S. Knight to the Twentieth Century Fund plan for a National Press Council.

The vote, taken before the Fund's proposal was announced, was three to one against such machinery within the Society and two to one against supporting an outside press council in their own areas.

New York Times Publisher Sulzberger this week, in an unusual statement of policy in his own news columns, announced to the staff that the Times would refuse to cooperate with the Twentieth Century Fund group. He said it is a form of voluntary regulation in the name of enhancing press freedom; it could actually harm the cause of press freedom; "we have decided not to participate in the work of the council—we will not be a party to council investigations—we will not furnish information or explanations to the council."

Knight, editorial chairman of the Knight Newspapers, didn't go so far but said in his weekly column "any self-respecting editor who submits to bar association 'guidelines' or subscribes to meddling by the National Press Council is simply eroding his own freedoms."

"Editors are accountable to their readers, not to a group of self-appointed busybodies with time on their hands," he wrote.

We suspect that a majority of newspaper publishers will agree with Knight and Ochs as do a majority of their editors.

The Ethics Committee of ASNE polled 740 members by questionnaire and found they were opposed by more than three to one to any action by the Society to set up a grievance committee which would revive complaints alleging unethical newspaper practice and to pass judgment upon them.

The vote from 405 members replying was 89 in favor, 306 opposed, 10 undecided.

At the same time, these members voted by an even larger margin against establishment by some other organization other than ASNE of grievance machinery.

The question asked was: "If grievance machinery were to be established by some organization other than ASNE, would you favor ASNE cooperation?"

The vote was 257 negative and 106 affirmative.

Replies to a following question—"If not, would you favor cooperation by individual editors on their own terms?"—were favorable 180 to 99. But when asked whether they would support a press council set up to consider grievances in their areas the vote was negative 234 to 122.

Asked if ASNE should "go on record as endorsing the establishment of press

councils at state or local levels," the vote was 296 against and 92 in favor. We assume the negative vote would be the same or larger, three to one, if the question were expanded to include national councils as well as state and local.

With that sort of antipathy to the whole idea it is going to be interesting to see whether the national council proposed by the Twentieth Century Fund will be able to function at all.

## Ohio police deny press access to teleprinters

Local police agencies in Allen County, Ohio have instructed the news media that new police teleprinters will be for police use exclusively.

Police officials from Lima, Delphos Village, Shawnee Township, and Allen County, have jointly signed a letter informing the media that the four teleprinters, contracted by Allen County from the Xerox Corporation for \$102,000, will be unavailable for monitoring police messages.

Officials stated that the needs of news gatherers would be filled adequately by voice transmissions, which would continue to account for 50% of all transmissions.

Representatives of the media have asked the law enforcement agencies to allow them to use a teleprinter to monitor police messages.

## Rex Reed sued by tv producer

Columnist Rex Reed's interview with Marlene Dietrich in which the star was quoted as critical of the way her hour-long television special was produced has been followed by libel action brought by London by the producer Alexander Cohen and his Brentwood Productions Ltd.

Cohen's solicitors in London told Reuter that the writ named Dietrich, Reed, the London Daily Mail and Reed's syndicate, the Chicago Tribune-New York News Syndicate.

## Editors protest late NYSE close

A plan under consideration by the New York Stock Exchange to extend trading ½ hour to 4 P.M. has received a great deal of opposition from the editors of Eastern PM newspapers.

Following chairman James Needham's comments made in London in November, the N.Y.S.E. has been busy collecting data and opinions, both pro and con.

Former AP news and financial editor James Hill, now in the exchange's office of Public Information, was assigned the job of soliciting the feelings of PM financial editors. As an ex-newsman, Hill was fully aware that the response would be somewhat less than enthusiastic, for the obvious reason that a later close would make it impossible for evening papers to make their deadlines and still publish closing stock prices.

Joseph Newman, business editor of the Philadelphia Bulletin, expressed the problems the move would entail for his paper in a letter to chairman Needham. Similar sentiments were echoed by every editor questioned.

Wrote Newman: The 4 P.M. close would deprive the majority of the Philadelphia business community of the same-day complete closing stock prices they count on in the Bulletin. These are published in our last two editions, the "I" and "J".

Cautioned Hill: "At this point, although there is the definite possibility for such a move, it would be ridiculous to come to any conclusions. You're talking about a major change that would affect not only newspapers, but banks and financial organizations that structure their hours around ours. Major innovations are not done without a great deal of consideration."

## Ad index unchanged

The help-wanted advertising index leveled off in November, The Conference Board reported. At 104 ('67 = 100), the index is unchanged from October's reading. It stands 23 points above its level of a year ago. Of the nine regions measured, want-ad volume declined in five, rose in three and remained the same in one (West North Central).

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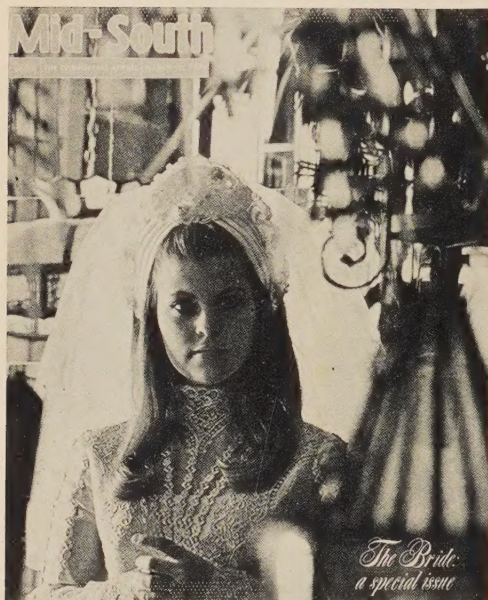


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\*Marketing Consultants, Inc., 1971 survey

\*\*ABC Audit Report 3-31-72, adjusted figures

\*\*\*SRDS NCA 72-73—counties with 20% or more penetration of households

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